Online Shopping Website

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ABSTRACT

In the era of digital technology, consumers all over the world are increasingly embracing online shopping. This online store is an example of a platform that provides users with a convenient and easy way to browse and buy a selection of things.

Users can easily search for products, add them to their basket, and check out securely with a variety of payment choices thanks to the website's easy-to-use layout.

Customers can simply identify what they're looking for, place an order, and have it delivered directly to their door thanks to the website's hassle-free shopping experienceThe website offers a wide range of goods, including electronics, apparel, home appliances, toys, cosmetics, and more.

Customers can use keywords or particular categories to find products fast utilising the website's search engine. Customers can easily find the things they need on the website because to its clear, visually appealing, and user-friendly style.

The quick and simple checkout process on the website enables users to finish their purchases in just a few clicks. Clients have access to a variety of safe payment methods, including bank transfers, e-wallets, credit cards, and debit cards. The website uses encryption technology to safeguard sensitive data, further ensuring the security of consumer information.

Customers can create an account on the website, keep their shipping and payment information, examine their order history, and monitor their shipments using the customizable account system.

Overall, this online store offers clients a safe, dependable, and easy-to-use platform for online shopping. The website has been a popular option for customers searching for a hassle-free shopping experience because to its wide selection of products, aggressive pricing, and dependable shipping.

GRAPHICAL ABSTRACT

In the context of an online store, a graphical abstract is a visual depiction of the salient characteristics and advantages of the goods or services on the site. The graphic effectively conveys the essence of the brand, the products, and the user experience in a succinct, captivating, and educational way.

The graphical abstract frequently combines text, pictures, and icons to give prospective clients the most crucial information. Key product attributes, advantages, and prices may be included, as well as brand name, logo, and tagline information.

For instance, a graphical abstract for an online clothing store might include pictures of the newest fashion trends, descriptions of the materials used, a list of the sizes and colours that are offered, as well as any unique characteristics or details that distinguish the products from those of rivals.

Similar to this, a graphical abstract for an online electronics store may present the most recent technological advancements together with thorough specifications, cost details, and client feedback.

The goal of a graphical abstract in the context of an online shopping website is to provide potential customers with a clear and compelling overview of the products or services offered on the site, while also

conveying the unique value proposition of the brand. This can help to increase engagement, build trust and credibility, and ultimately drive sales and revenue.

Overall, a well-designed graphical abstract can be an effective tool for online retailers to differentiate themselves from competitors, build brand awareness and loyalty, and attract new customers to their website.

ABBREVIATIONS

Worldwide, online shopping has become a widespread activity, and with it, a number of acronyms have appeared. These acronyms are used to shorten sentences and speed up the purchasing process. Here are a few of the acronyms that are most frequently used on websites for online shopping:

Stock Keeping Unit, or SKU, is a code given to each product as a means of identification. It aids in managing the product catalogue and keeping track of the inventories.

An individual identification number given to items sold on Amazon is called an ASIN (Amazon Standard Identification Number). It aids in the product's identification and facilitates finding it on the website.

ETA stands for "Estimated Time of Arrival," which is the anticipated time that the product will arrive after being sent.

OOS: Out of Stock – This acronym stands for a product that is currently out of stock and cannot be purchased.

Buy One, Get One (BOGO) is an acronym used to advertise a special deal where customers can purchase one product and receive a second for nothing or at a reduced cost.

When a product is delivered to a customer's door, they pay for it using the COD payment method, which stands for Cash on Delivery.

BOPIS stands for "Buy Online, Pick Up In-Store" and enables customers to order things online and pick them up in-store.Private Message (PM) refers to a message that is sent directly to a buyer or seller.

The terms and conditions for using the website and making transactions are outlined in the TOS, or terms of service, which is a legal document.

Answers to frequently asked questions regarding the website or its goods can be found in this area, or FAQ.

Secure Sockets Layer, or SSL, is a security protocol that protects data and guarantees private communication between a website and its users.

United Parcel Service, or UPS, is a transportation business that offers package and document delivery services.

The United States Postal Service (USPS) is a federal organisation that offers postal services across the country.

Value Added Tax, or VAT, is a tax that many nations tack on top of the price of products and services.

In conclusion, knowing these acronyms can help customers have a simpler and more effective experience when purchasing online.

SYMBOLS

On an online store, a variety of symbols may emerge, and depending on the website and the environment in which they do, their meanings may change. The following list of frequent symbols you could encounter on an online retailer's website along with their definitions:

The shopping cart or basket that you add products you want to buy to is often represented by this icon.

Add to Cart Button: This symbol is usually a button or icon that allows you to add an item to your shopping cart.

The "wish list" or "favourites" feature, which enables you to bookmark products you're interested in for future purchase, is represented by the heart icon.

Usually shown next to a product or on a banner, the discount/percentage off symbol signifies that the item is currently on sale.

On a scale of one to five stars, the star rating sign is used to represent the average rating of a product.

Free Shipping Symbol: This symbol indicates that the item does not require shipping.

When you're on a secure website, such a payment or checkout page, you'll often see the lock symbol in your browser's address bar, which denotes that your connection is encrypted and secure.

The payment methods that the online store accepts are shown by the credit card icon. It may have symbols for popular credit cards like Visa.

The payment methods that the online store accepts are shown by the credit card icon. Icons for well-known credit cards like Visa, Mastercard, and American Express might be present.The search tool, which enables you to find products by inputting keywords or phrases, is represented by this icon.

The live chat feature, which enables you to engage with customer support agents in real-time, is represented by the chat bubble icon, which is typically situated in the bottom right corner of the screen

CHAPTER-1

INTRODUCTION

1.1.   Identification of Client /Need / Relevant Contemporary issue

An internet store's customers might range from individuals to small enterprises to major corporations. The client could be a seller or vendor who utilises the website to sell their goods, or they could be the owner or operator of the online shopping portal. In some circumstances, the customer may also be a consumer who makes purchases through an online store. The client, whether it be the owner, the vendors, or the customers, is ultimately everyone who has a stake in the success of the online shopping website.

Need: The client's need is to find pertinent, current problems with online buying that can affect their company. To keep ahead of the competition and satisfy the changing needs of their clients, they want to be informed about the most recent trends and market difficulties.

Relevant modern issue: Growing privacy and data security concerns are one modern issue that is pertinent to internet shopping. Customers are becoming more aware of the possible risks of revealing their data online as a result of the growth in the amount of personal information being gathered by online merchants. Another problem is the growth of mobile commerce, which is altering how consumers shop online and posing new difficulties for businesses trying to adapt their websites for mobile use. Likewise, COVID-19 has had a huge impact on online purchasing, leading to an increase in consumers using the internet to fulfil their everyday needs. This has both created opportunities and challenges for online businesses.

1.2. Identification of Problem

These are some crucial factors to take into account for an online retailer's website:

Mobile Optimization: Given the prevalence of mobile devices, it is critical that the website is mobile-friendly. A responsive website will automatically resize itself to fit the size of the browser window being used.

Security: When shopping online, private information like financial and personal details are exchanged. The website should therefore have strong security measures in place to shield customer data from online dangers.

Payment Options: The website should provide users with a range of secure and convenient payment alternatives, including credit/debit cards, PayPal, and other online payment solutions.Shipment and delivery rules, including anticipated delivery dates, shipping prices, and tracking information, should be described in plain, succinct language on the website.

Customer support: There should be a specialised team on the website to help users with any problems or queries they might have. These might include contact methods like chat, email, or phone.

Marketing and Promotions: The website needs a marketing and promotional plan to draw in new visitors and keep hold of current ones. This might involve social media promotions, email marketing campaigns, and other online advertising methods.

1.3. Identification of Tasks

Technical problems: Customers can become irritated and have a bad user experience as a result of technical problems including slow website loads, broken links, and server faults.

Payment-related problems: Payment-related problems can arise as a result of problems such payment gateway failures, inaccurate invoicing information, or mistakes with credit or debit cards. These issues may lead to lost purchases and abandoned shopping carts.

Internet stores are susceptible to security lapses, which can lead to the theft of client information such names, addresses, and credit card numbers. This may result in a decline in customer confidence and harm to the website's reputation.

Bad product descriptions: Customers may not grasp exactly what they are buying as a result of poor product descriptions. Increased return rates and unsatisfied customers may result from this.

Poor customer service: Poor customer service can result in irate consumers who may not get the assistance they require to fix problems like delivery issues or product flaws.

Restricted payment alternatives: Customers who prefer to use payment methods other than credit or debit cards, including PayPal or other electronic payment methods, may be put off by limited payment possibilities.

Inaccurate inventory can cause clients to make purchases for items that are out of stock, which can cause orders to be postponed or cancelled.

Bad website design: A poorly designed website can make challenging for users to navigate it, locate

what they're looking for, and make transactions. Reduced conversion rates and missed sales may result from this.

Sentiment Analysis :

Sentiment analysis is the practise of taking subjective information from text data using natural language processing (NLP) tools. Sentiment analysis can be applied in the context of an online shopping website to comprehend users' opinions and attitudes concerning the goods and services the website provides.

These steps can be used to do sentiment analysis on an online storefront:

1.) Get information: Gather information from the website, including reviews, ratings, and comments from customers.

2.) Data preprocessing: Lowercase the text and preprocess the data by removing stop words and punctuation.

3.) Data is tokenized by breaking it up into individual words or phrases.

4.) Employ a pre-trained sentiment analysis model or develop your own using the data to categorise the text as positive, negative, or neutral.

Examine the findings: Examine the sentiment analysis findings to learn more about users' perceptions of the website. This might point out areas for the website's improvement and give the website owners useful input.

Ultimately, sentiment analysis can be a helpful tool for online retailers to comprehend client feedback and adjust their goods and services as necessary.

1.4. Timeline

The advantages of a project schedule :

Effective project management requires the use of project timeframes. For projects to be finished on schedule and within budget, they offer a clear roadmap of assignments, due dates, and milestones. Project timeline advantages include the following:

planning and organisation improvements.

1. Improved team member interaction and communication.

2. Better projection of project completion dates.

3. More awareness of the status of the project and any potential obstacles.

4. Improved management and distribution of resources.

5. More accountability and duty to satisfy project deadlines.

Stakeholder management has been improved, 6.

7. Improved risk administration.

8. Enhanced effectiveness and productivity.

9. More client satisfaction as a result of on-time project completion.

Ultimately, keeping projects on schedule is essential to guaranteeing its success, efficiency, and the satisfaction of all parties involved.

Full process of working :

Testing and Launch: At this stage, the website's user interface, payment gateway, and security measures are all tested. The website is released to the public after testing is finished.

Growth and Scaling: To draw visitors to the website and boost sales, this stage incorporates marketing and promotion. In order to manage increased traffic and revenues, the infrastructure of the website must also be scaled.

Maintenance and Updates: During this phase, the website's infrastructure, security measures, and user experience are continuously maintained and updated to make sure it continues to satisfy the demands of users and the company.

The length of time for each stage can change based on the website's size and complexity, as well as the resources that are available to the company. To ensure the long-term success of the online shopping website, it is crucial to continuously evaluate and optimise each stage.

S.No.	Task	Start Date	End Date	Duration
1	Project Request	8-Feb-23	10-Feb-23	2
2	Project Polling	11-Feb-23	14-Feb-23	3
3	Project Approval	15-Feb-23	17-Feb-23	2
4	Identification of Client	18-Feb-23	22-Feb-23	4
5	Identification of Problem	23-Feb-23	26-Feb-23	3
6	Identification of Tasks	27-Feb-23	2-Mar-23	3
7	Organization of Report	3-Mar-23	6-Mar-23	3

IMG 1.1 TIMELINE
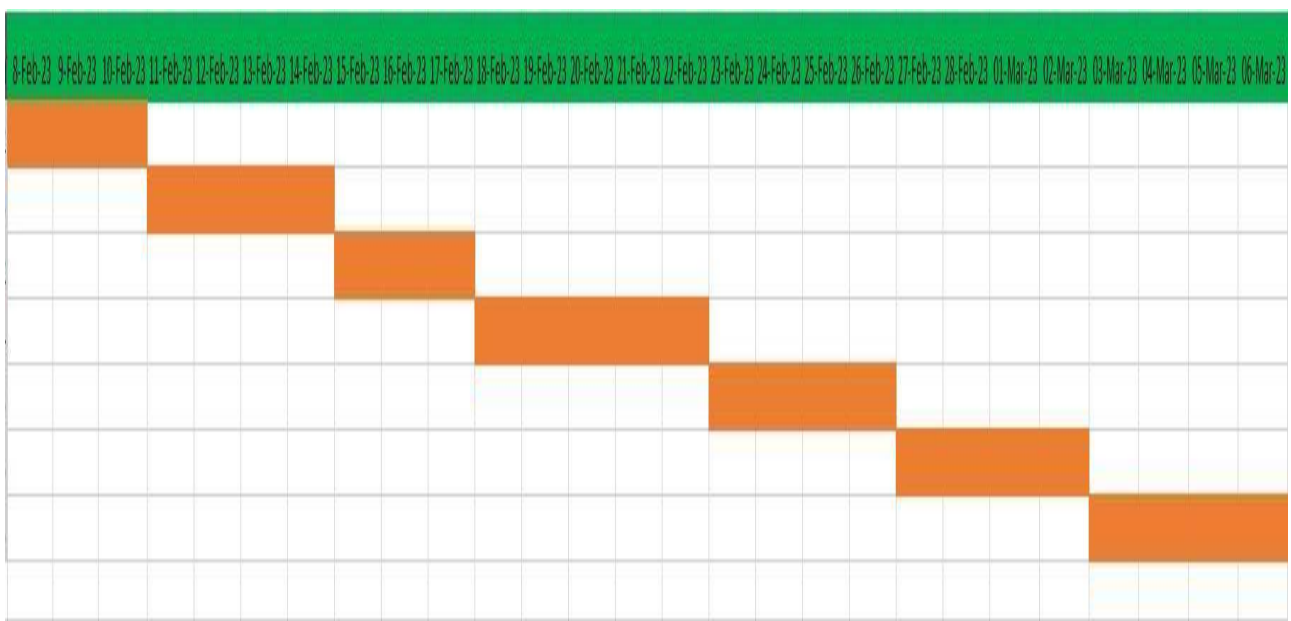
IMG 1.2 TIMEGRAPH

1.5. Organization of the Report

Detailed description of the internet store Report's objectives and purpose Background information on the internet retail sector. Overview of the internet retail sector industry difficulties and current trends.

best practises for e-commerce sites Information about the data collection procedures and instruments used in research Sample dimensions and sampling procedures. analysis of information obtained through research techniques Explanation of the results and their relevance to the online store. based on analysis and research data, suggestions for enhancing the online store Techniques for overcoming obstacles and enhancing performance.Overview of major conclusions and suggestions

Last views on the internet store's prospects for development and success.

List of the books, articles, industry reports, and other reliable sources that were used to create the report.

Further information or data, such as survey findings, interview transcripts, or other supporting materials, that wasn't covered in the original report.

Step by Step explaining of all the work of project :

The report is divided into 5 chapters:

Chapter 1: INTRODUCTION

☐ Identification of client/need/relevant contemporary issues

☐ Identification of Problem

☐ Identification of Tasks

☐ Timeline

Chapter 2: Literature Review/Background Study

☐ Timeline of the reported problem

☐ Existing Solution

☐ Bibliometric Analysis

☐ Review Summary

☐ Problem Definition

☐ Goals/Objectives

Chapter 3: Design Flow/Process

☐ Evaluation & Selection of Specification/features

☐ Design Constraints

☐ \Analysis of features and finalization subject to constraints

☐ Design Flow

☐ Design Selection

☐ Implementation Plan/Methodology

Chapter 4: Results Analysis and validation

☐ Implementation of solution

Chapter 5: Conclusion and future work

☐ Conclusion

☐ Future work

CHAPTER -2
LITERATURE REVIEW/BACKGROUND STUDY
2.1. Timeline of the reported problem :

After reading and understing all the model and studying all the problem i got these all following problems and their solution Websites for online shopping can encounter a variety of difficulties and problems. Security is one of the most prevalent issues because these websites frequently handle delicate information like credit card numbers and personal information.

Online shopping websites must have strong security measures like encryption, two-factor authentication, and frequent security audits in order to safeguard customers' privacy and stop fraud.Ensuring a great user experience is a problem that online purchasing businesses must overcome.

Consumers anticipate quick and simple product access, succinct and clear product descriptions, and a simple checkout procedure. Websites that are challenging to use, take a long time to load, or offer poor product information may put off visitors and hurt sales.Online retailers must continuously enhance their platforms and procedures to overcome these issues and preserve client happiness.

This could entail improving the website's operation and design, streamlining the checkout process, offering responsive customer service, and presenting thorough product information and photographs.Ultimately, online shopping websites are crucial to modern commerce, but to thrive in a cutthroat environment, they must put security and customer experience first.

A marketer has to look for different approaches to sell their products and in the current scenario, e-commerce has become the popular way of selling the goods. Whether it is durable or non-durable, everything is available from A to Z on websites. Some websites are specifically designed for specific product categories only, and some are selling everything.

The prominent factors like detailed information, comfort and relaxed shopping, less time consumption and easy price comparison influence consumers towards online shopping (Agift et al., 2014). Furthermore, factors like variety, quick service and discounted prices, feedback from previous customers make customers prefer online shopping over traditional shopping (Jayasubramanian et al., 2015).

It is more preferred by youth, as during festival and holiday season online retailers give ample offers and discounts, which increases the online traffic to a great extent (Karthikeyan, 2016). Moreover, services like free shipping, cash on delivery, exchange and returns are also luring customers towards online purchases.

More and more people are preferring online shopping over traditional shopping because of their ease and comfort. A customer may have both positive and negative experiences while using an online medium for their purchase.

Some of the past studies have shown that although there are so many benefits still some customers do not prefer online as their basic medium of shopping.While making online purchase, customers cannot see, touch, feel, smell or try the products that they want to purchase (Katawetawaraks and Wang, 2011; Al-Debei et al., 2015), due to which product is difficult to examine, and it becomes hard for customers to

make purchase decision. In addition, some products are required to be tried like apparels and shoes, but in case of online shopping, it is not possible to examine and feel the goods and assess its quality before making a purchase due to which customers are hesitant to buy (Katawetawaraks and Wang, 2011; Comegys et al., 2009). Alam and Elaasi (2016) in their study found product quality is the main factor, which worries consumer to make online purchase. Moreover, some customers have reported fake products and imitated items in their delivered orders (Jun and Jaafar, 2011).

A low quality of merchandise never generates consumer trust on online vendor. A consumer's lack of trust on the online vendor is the most common reason to avoid e-commerce transactions (Lee and Turban, 2001). Fear of online theft and non-reliability is another reason to escape from online shopping (Karthikeyan, 2016).

Likewise, there is a risk of incorrect information on the website, which may lead to a wrong purchase, or in some cases, the information is incomplete for the customer to make a purchase decision (Liu and Guo, 2008).

The following are some typical issues that shopping websites run into:
1.) Technical hiccups: Websites may face outages or other problems that stop users from accessing the site or completing transactions.
2.) Bad user experience: Customers may become frustrated and give up making purchases if websites are challenging to use or take a long time to load.
3.) Issues with shipping and fulfilment: Consumers can encounter delays or receive things that are inaccurate or damaged, which might lead to bad reviews and harm the business's reputation.
4.) Restricted Payment Options: Some online storefronts only provide a select few payment methods, which can be troublesome for clients who wish to pay in other ways.Online retailers need to make sure that the product information and pictures appropriately represent what the buyer will receive. Any errors could cause people to be disappointed and leave poor reviews.

In order to succeed, online retailers must build trust with their customers. Customers' worries about security, privacy, and the calibre of the goods being offered might make this difficult. Customers trying to save money may be turned off by high shipping rates. Free delivery is offered by certain online retailers, but not all of them, and this can influence a customer's choice to buy.Consumers must have faith in their ability to send a product back if it doesn't live up to their expectations. Customers looking for a hassle-free purchasing experience may avoid online retailers with convoluted or stringent return policies.Online shopping websites must have a mobile-friendly interface due to the rising use of smartphones. Customers may be discouraged from making purchases on websites that are challenging to use on mobile devices.Addressing these particular issues can enhance the customer experience overall.
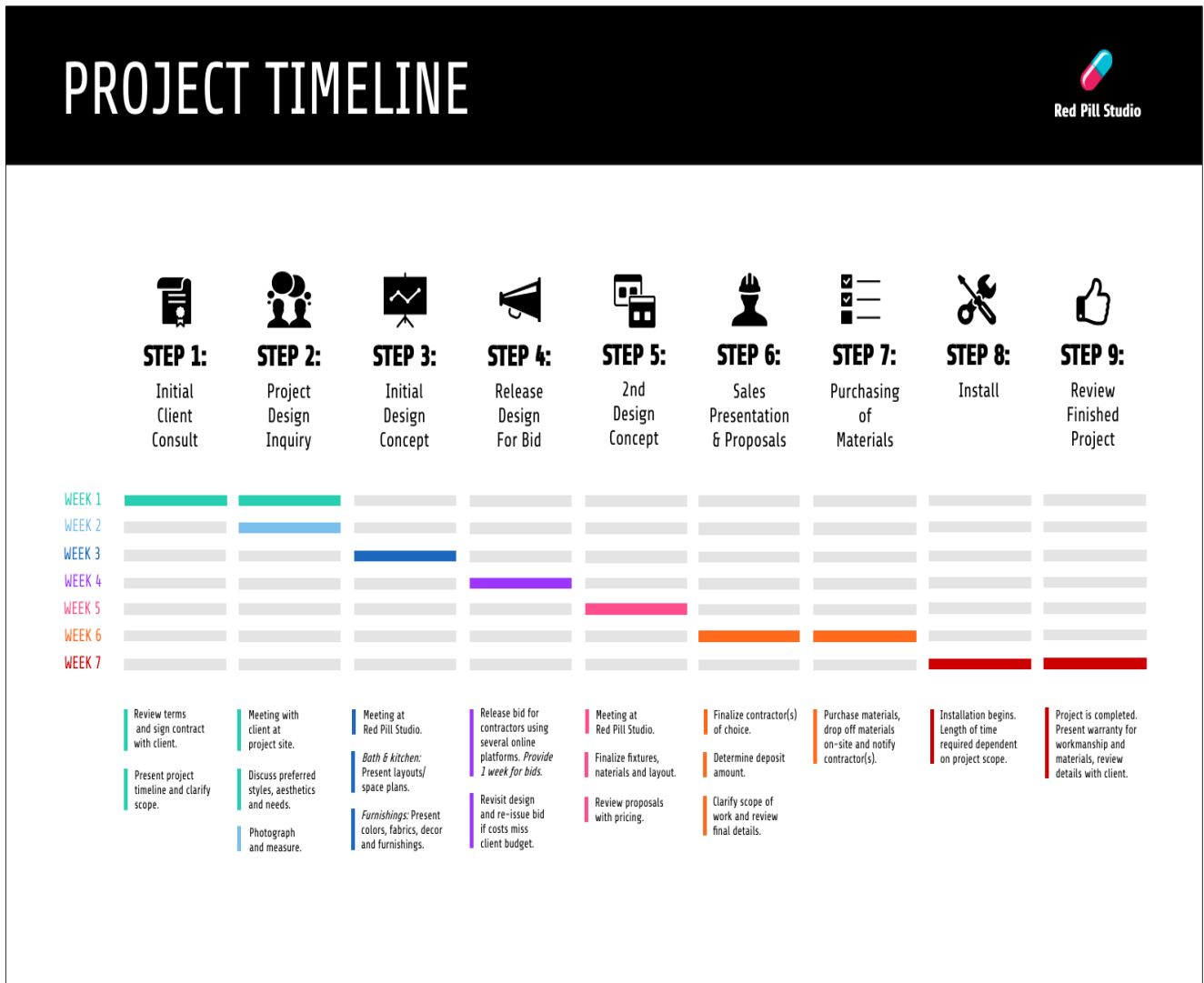
IMG 2.1 PROJECT TIMELINE

2.2. Existing solutions :

Many difficulties that online retailers confront, including security risks and logistical problems, can lower customer happiness and damage their brand. However, there are some available solutions that can aid in reducing these issues and enhancing the general effectiveness of these websites. In this post, we'll go over some of the most typical issues e-commerce websites run into and the current fixes for those issues.

Security breaches:

One of the biggest concerns to websites that allow for online shopping is security breaches. Hackers may get unauthorised access to private consumer information, including credit card numbers and addresses, and use that data for identity theft and fraud. Online shopping websites must have strong security features like encryption, two-factor authentication, and frequent security audits in order to prevent security breaches. In addition, a lot of websites might employ AI-driven fraud detection tools and machine learning algorithms that can spot unusual activity and indicate possibly fraudulent transactions.

Online Shopping Platform Selecting Decision Table			TOPSIS	
Purchase process	Dimension	Category	Value	Ranking
Platform ability	System capability	System security/certification	0.526	13
		Reliable system	0.544	8
	Website function	Background maintenance Function	0.592	10
		Search function	0.403	25
Platform operating	Platform image	Platform attributes image	0.474	19
		Corporate social responsibility	0.465	20
	Cooperative mechanism	Cooperative rule and contract	0.443	24
		Commission	0.444	23
		Consult and assistant	0.588	12
		Feedback operation information	0.312	27

IMG 2.2 SYSTEM ANALYSIS

1.) Technical glitches:

Technical issues, such website outages or lengthy load times, can annoy customers and hurt sales. Online stores should use dependable hosting services to solve this problem and attempt to improve website performance through better website development and design. A content delivery network (CDN) can be used to distribute website material over a number of servers, reducing latency and speeding up loading times.

2.) Poor user experience:

A successful user experience is essential to the success of online storefronts. Websites that are challenging to use, take a long time to load, or offer poor product information may put off visitors and hurt sales. Online retailers can enhance the customer experience by offering comprehensive product details, succinct and clear product descriptions, high-quality product photos, and simplified checkout procedures. In order to find areas for improvement and make modifications that are in line with user preferences, user testing and feedback can also be helpful.

3.) Shipping and fulfillment issues:

Customer happiness and the reputation of a website can be significantly impacted by fulfilment and shipping problems. Online retailers may utilise techniques like improving warehouse operations to assure prompt fulfilment, supplying real-time tracking information, and providing a variety of shipping options to suit customer preferences to handle this issue. Some online stores may also provide customer service and support to aid with shipment and fulfilment concerns as soon as possible.

4.) Mobile optimization:

Many clients prefer to shop from their mobile devices in the modern digital environment. Online shopping sites need to be mobile device optimised in order to serve these users. This can involve developing flexible website design, enhancing the speed and functionality of the website, and offering a convenient mobile checkout process. Online shopping websites may offer a seamless shopping experience that responds to clients' wants and preferences by making sure the website is adapted for mobile devices.

In conclusion, a multitude of issues that affect internet retailers' reputations and financial health must be addressed. However, online shopping websites can enhance the overall user experience and encourage long-term client loyalty by putting existing solutions into practise, such as strong security measures, optimising website design and functionality, offering detailed product information, and providing responsive customer service and support.

2.3.   Bibliometric analysis :

On an online store, one can perform a bibliometric analysis of a project by taking the following actions that Finding the project and gathering pertinent information is the initial stage. Information to be gathered includes the project's title, authors, publication date, journal or conference, and keywords.

Find relevant material: The next stage is to find literature that is pertinent to the endeavour. Google Scholar, Scopus, and Web of Science are just a few examples of the academic search engines and databases that can be used for this. To find relevant literature, the search should contain project-related terms.

Examine the literature: After the literature has been located, it must be examined in order to discern any trends or patterns. Using bibliometric tools and methods including citation analysis, co-citation analysis, and co-authorship analysis, the analysis can be carried out. These methods can be used to find the most widely read publications, significant authors, and author collaborations.

Finding the research gaps: The project-related research gaps can be found by analysing the literature. This can assist in formulating new research directions and identifying areas that require additional study.

Assess the project's impact: Lastly, it is important to assess the project's impact by looking at citation metrics such the volume of citations, h-index, and impact factor.Understanding the project's impact on the field and its contribution to the research community can be aided by these measures.

To sum up, a bibliometric analysis of a project on an e-commerce website can shed light on the trends, patterns, and knowledge gaps around the project. This study can be used to determine areas for future research, pinpoint flaws, and gauge the project's success.

2.4.   Review Summary:

Due to their convenience and usability, online shopping websites have grown in popularity over time. Unfortunately, these websites continue to have a variety of issues that could impede their development and effectiveness. The following are a some of the issues that online shopping websites frequently

encounter:

1.) Online shopping websites may have technological problems including website crashes, sluggish loading times, or broken links. Users may become frustrated by these problems and become less likely to make purchases.

2.) Security issues: Internet retailers must protect the confidentiality of the financial and personal data of their customers. Any security lapses could erode client confidence and harm the website's reputation in the long run.

3.) Delivery problems: A lot of online retailers use outside delivery providers to send their customers' purchases. Negative evaluations and a decline in customer loyalty might result from delivery delays, damaged items, or misplaced parcels.

4.) Product quality: Online retailers are trusted by customers to give accurate product descriptions and photographs. If a customer's expectations are not met by the goods, it may cause unhappiness and unfavourable feedback.

5.) Customer service: To handle any difficulties or concerns that may emerge, online shopping companies must offer timely and efficient customer service. Negative online evaluations and a decline in consumer loyalty can result from poor customer service.

Ultimately, even while online shopping sites have many advantages, they must also solve these issues in order to maintain success.Internet shopping has grown in popularity over the past several years, giving customers the ease of making purchases from the comfort of their homes. Websites for online purchasing do, however, confront a number of difficulties that may affect client happiness and commercial success. The primary issues that online shopping websites encounter and their remedies are outlined in this article.Security is one of the biggest issues that online purchasing businesses deal with. Sensitive consumer data, including credit card numbers and personal information, might be stolen as a result of security breaches. Online retailers need to have security measures in place to secure client data, like two-factor authentication and encryption technologies.Cyber fraud is another issue that online purchasing websites deal with.

Phishing schemes and other fraudulent practises are tools that cybercriminals can employ to deceive victims into disclosing their personal information or making unwanted purchases. Online stores must adopt cybersecurity measures like anti-phishing software and multi-factor authentication to make sure that only authorised users may access client data in order to prevent cyber fraud.Online purchasing websites may also encounter technical difficulties. Website crashes, lengthy loading times, and payment gateway difficulties are a few examples of these problems.

Online shopping websites need to employ reputable web hosting providers, content delivery networks, and payment gateways to guarantee a quick and seamless website performance.The success of online shopping websites can also be impacted by delivery and logistics issues. To ensure prompt and correct product delivery to clients, online retail sites must effectively manage logistics and delivery. Online

retailers must use effective shipping options, inventory management systems, and last-mile delivery services to achieve this.Another difficulty for online purchasing companies can be delivering high-quality customer support. Consumers may have queries or grievances regarding their purchases, and online retail businesses must resolve these problems as soon as possible.

Online shopping companies can offer a variety of customer support options, including live chat, email, and phone, to deliver high-quality customer service.Another issue that internet purchasing platforms deal with is competition. New websites must build a strong brand identity in order to compete successfully in the fiercely competitive online retail sector. Online retailers can achieve this through attracting and retaining customers by providing distinctive products, alluring pricing, and individualised services.

Last but not least, online shopping websites must adhere to a number of laws, including those governing taxation, data privacy, and consumer protection. Online retailers must set up strong data protection policies, refund and return procedures, and taxation procedures to ensure compliance with these requirements.To sum up, online shopping websites encounter a number of difficulties that call for thorough design and administration to guarantee client happiness and financial success. Online shopping websites are able to overcome their difficulties and provide clients with a flawless shopping experience by putting into practise a combination of technical, operational, and strategic solutions.

2.5.   Problem Definition:

The study aimed to determine the problems faced by consumers during online purchase. The result showed that most of the respondents have both positive and negative experience while shopping online. There were many problems or issues that consumer's face while using e-commerce platform. Total six factors came out from the study that limits consumers to buy from online sites like fear of bank transaction and no faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust.The research might be useful for the e-tailers to plan out future strategies so as to serve customer as per their needs and generate customer loyalty.

As per the investigation done by Casalo et al. (2008), there is strong relationship between reputation and satisfaction, which further is linked to customer loyalty. If the online retailer has built his brand name, or image of the company, the customer is more likely to prefer that retailer as compared to new entrant. The online retailer that seeks less information from customers are more preferred as compared to those require complete personal information (Lawler, 2003).Furthermore, they can adopt marketing strategies such as user-friendly and secure website, which can enhance customers' shopping experience and easy product search and proper navigation system on website. Moreover, complete product and service information such as feature and usage information, description and dimensions of items can help consumer decide which product to purchase.

Online retailers can ensure payment security by offering numerous payment options such as cash on delivery, delivery after inspection, Google Pay or Paytm or other payment gateways, etc. so as to increase consumer trust towards website, and customer will not hesitate for financial transaction during shopping. Customers can trust any website depending upon its privacy policy, so retailers can provide

customers with transparent security policy, privacy policy and secure transaction server so that customers will not feel anxious while making online payments (Pan and Zinkhan, 2006). Moreover, customers not only purchase basic goods from the online stores but also heed augmented level of goods. Therefore, if vendors can provide quick and necessary support, answer all their queries within 24-hour service availability, customers may find it convenient to buy from those websites (Martin et al., 2015).

Sellers must ensure to provide products and services that are suitable for internet. Retailers can consider risk lessening strategies such as easy return and exchange policies to influence consumers (Bianchi and Andrews, 2012). Furthermore, sellers can offer after-sales services as given by traditional shoppers to attract more customers and generate unique shopping experience.Although nowadays, most of the vendors do give plenty of offers in form of discounts, gifts and cashbacks, but most of them are as per the needs of e-retailers and not customers.

Beside this, trust needs to be generated in the customer's mind, which can be done by modifying privacy and security policies. By adopting such practices, the marketer can generate customers' interest towards online shopping.nternet stores have altered how people purchase by providing ease, accessibility, and a huge selection of goods and services. Online shopping platforms do, however, have a number of issues that can limit their usefulness and efficiency.

We'll talk about some of the biggest issues with online shopping websites in this article.Security is one of the biggest issues with websites for online purchasing. Because they worry about the possibility of identity theft and fraud, consumers are frequently cautious to disclose personal and financial information online. Sensitive consumer data including credit card numbers, passwords, and personal information may be lost as a result of security breaches. These security lapses could harm the website's reputation and have legal repercussions.The absence of individualised shopping experiences on websites for online purchasing is another issue. Salespeople in conventional brick-and-mortar establishments can make tailored recommendations depending on a customer's preferences, needs, and spending limit.

Online retail sites, on the other hand, rely on algorithms to generate recommendations, which might not be precise or pertinent to the client's preferences.In conclusion, online shopping websites face several significant problems related to security, personalized shopping experiences, technical issues, logistics and delivery, customer service, and competition. These problems can hinder the effectiveness and efficiency of online shopping websites and negatively impact customer satisfaction and business success.

2.6. Goals/Objectives

1.) An online store's goals and objectives are to give customers a seamless and convenient shopping experience and to boost sales and profitability for the company. We shall go into greater detail about the aims and purposes of online shopping websites in this article.

2.) An online store's main objective is to give clients a simple and convenient buying experience. This entails offering a user-friendly website with simple navigation and search features, accurate and thorough product information, and a quick and safe payment procedure. Additionally, online retailers should provide customers with clear and straightforward shipment and delivery information as well as a variety of payment choices.

3.) Another objective of an online shopping website is to increase the customer base and build brand loyalty. This can be achieved by offering personalized shopping experiences, such as personalized product recommendations and tailored promotions and discounts. Online shopping websites can also build brand loyalty by providing excellent customer service and engaging with customers through social media and other channels.

4.) A key objective of online shopping websites is to increase revenue and profitability. This can be achieved by offering a wide range of products and services, optimizing pricing strategies to maximize profits, and promoting sales and discounts to encourage purchases. Online shopping websites can also increase revenue by implementing effective cross-selling and upselling techniques, such as recommending related products and offering add-ons and accessories at checkout.

5.) Another goal of an online shopping website is to optimize website traffic and search engine visibility. This includes implementing effective search engine optimization (SEO) strategies, such as using relevant keywords and optimizing website content and metadata.6.) Customer retention is also an important objective for online shopping websites. This includes providing excellent customer service, offering loyalty programs and rewards, and providing personalized product recommendations and promotions. Online shopping websites should also analyze customer data to identify patterns and trends in customer behavior and preferences, which can be used to further personalize the shopping experience and increase customer retention.

7.) Finally, online shopping websites should continually monitor and analyze website performance and customer feedback to identify areas for improvement and optimization. This includes monitoring website traffic and conversion rates, analyzing customer reviews and feedback, and identifying technical issues and areas for improvement in the website's user interface and design.

In conclusion, the goals and objectives of online shopping websites are to provide a seamless and convenient shopping experience for customers, increase the customer base and build brand loyalty, increase revenue and profitability, optimize website traffic and search engine visibility, retain customers through personalized promotions and rewards, and continually monitor and improve website performance and customer feedback. By achieving these goals and objectives, online shopping websites can increase their success and profitability in the highly competitive e-commerce industry .

CHAPTER -3
DESIGN FLOW/PROCESS
3.1. Evaluation & Selection of Specifications/Features
To ensure consumer pleasure and commercial success, it is crucial to critically assess the qualities mentioned in the literature for problems in the lifestyle store industry.

1. **Pertinence to Issue**

The features must address concerns with online shopping sites and aid in detecting the problems customers encounter whether making purchases, making payments, or having their orders fulfilled.

Features found to be pertinent in the literature include the existence of technical glitches, poor user experience, shipping and fulfilment issues, and mobile optimization

2. Data Availability

The features should be able to be extracted from the data sources that are currently accessible, such as user preferences, testing, and feedback. There are instances when factors like delayed page loading might make it impossible to retrieve certain sorts of data.

3. Robustness and Generalizability

The features must be strong and adapt effectively to new data and alternative options extracted. Too sensitive or particular to the training data features could not function well on fresh data.

4. Interpretability

In order to clarify and evaluate the model's decision-making process, its features must be interpretable and comprehensible by people. This might include describing the characteristics or elements that are taken into account in the risk assessment and scoring process, the reasoning behind the decision-making process, and the weighting assigned to various variables in the fraud detection process.

In light of these considerations, the following elements are excellent for an e-commerce difficulty detection system.

- **Technicality:** The Lifestyle store model's precision in accurately categorizing client problems is the most crucial element in resolving concerns. Techniques like CDN evaluation, latency reduction, and feedback evaluation can be used to assess this statistic.
- **Resolution Extraction:** The resolution drawn from the experience ought to be instructive and pertinent to the aim of making online buying less burdensome. To get a resolution out of the experience, methods including CDN, user feedback, customer service, support feedback, and performance optimization are applied.
- **Model Selection:** The model used for lifestyle store purchasing needs to be capable of handling the multidimensional and sparse data that are frequently present in feedback categorization tasks. For this job, common models include a gradient-boosting classifier, decision trees, random forests, and logistic regression.
- **Speed and Efficacy:** The model should be able to load product pages quickly and efficiently, especially if it is being used during rush hours such as sales, or Festive seasons. This can be evaluated using techniques such as CDN and optimization.
- **Explainability:** The model should be able to provide some level of interpretability or explainability so that the reasons behind its predictions can be understood. This can be evaluated using techniques such as feature importance analysis and visualization. By considering these features and their relevance to the problem of e-commerce shopping, we can develop a robust and effective solution that is able to accurately identify difficulties and resolve them in e-commerce shopping.

3.2 Design Constraints

- **Data Constraints**

  A significant constraint might be the accessibility and calibre of the dataset utilized for model

development and evaluation. Before utilizing a dataset for training, it is crucial to thoroughly assess and pre-process it since a limited or biased dataset might provide erroneous or unreliable results.

- **Computational Resources**
  A restriction may be the lack of computing resources for the model's deployment and training. It may be difficult to use a model in contexts with limited resources because it requires a lot of computational power and memory or has a complicated design.

- **Privacy and Security**
  Any machine learning system must adhere to strict safety and confidentiality regulations regarding user information and system components. Sensitive information must be protected from exposure and compromise by carefully implementing measures such as data anonymization, encryption, and access control.

- **Regulatory Compliance**
  Depending on the purpose and context of the model, compliance with regulations may be a limitation. For instance, certain rules may apply to models used in the financial or medical fields.

- **Interpretability**
  The predictable nature of the model might be a limitation, particularly in situations where the justifications for the forecasts must be understood. For some applications, models with excellent accuracy but poor interpretability might not be appropriate.

- **Integration with Existing System**
  It may be difficult for the model to operate with current procedures and technologies. For instance, the model may need to interact with current features, management systems, or website platforms if it is being used by an e-commerce or lifestyle business.

Overall, the design restrictions for utilising machine learning to solve problems with lifestyle store purchasing models will rely on the particular application and environment in which the framework is being utilised. To make sure that the system is efficient, dependable, and useable in real-world situations, it is crucial to thoroughly examine these restrictions and build the system in accordance with those findings.

3.3 Analysis of Features and finalization subject to Constraints
The next phase is to finalise the features and construct the model once the specifications and characteristics for a lifestyle store shopping model have been evaluated using machine learning and the design restrictions have been taken into account. The following steps are involved in this process:

- **Data Processing**
  Prior to creating the model, the data ought to be processed to eliminate noise and unimportant information and to convert the text into a machine-learnable format. Typically, this entails the use of methods like text cleaning, tokenization, stemming/lemmatization, and feature extraction using methods like TF-IDF vectorization.

- **Model Selection**
  A model should be chosen for improvement after being assessed for its applicability and comparison to other models. Choosing the model design, parameters, and optimisation strategies falls under this category.

- **Development and training**

    After the model has been chosen, the preprocessed data should be used to construct and train the model. In order to maximise the effectiveness of the model, techniques including logistic regression, decision trees, and random forest classifier are used.

- **Testing and Evaluation**

    After the model has been trained, its precision, accuracy, ability to recall, and F1 score should be assessed using a hold-out dataset. The model should be improved and modified if it fails to operate at the desired level.

- **Finalization**

    The model is supposed to be ready for deployment once it has been tested and demonstrates the necessary degree of performance. This entails creating a platform for the model's practical use and exporting the weights, dimensions, and architecture.

    Making ensuring that the design restrictions are satisfied is crucial throughout the finalisation phase. For instance, the model should be optimised for speed and effectiveness if computing resources are limited. Access control and data anonymization are two strategies that should be used if privacy and security are a concern. If interpretability is a need, methods like feature significance analysis and visualisation ought to be utilised to give the model's predictions some level of justification.

3.4   Design Flow

The following steps are frequently included in an online store's design flow:

1.) Planning: Identify the website's objectives, target demographic, and goals. To understand the layout, functionality, and features better, create a site map, wireframes, and a prototype.

2.) Create an eye-catching design that incorporates the brand's identity, colour scheme, font, and graphics. Make an interface that is simple to use and navigate.

3.) Build the website using HTML, CSS, JavaScript, and other programming languages. To manage the product catalogue, shopping cart, checkout, and payment gateway, create a content management system (CMS).

4.) Testing: Check the website's usability, compatibility, security, and operation. To find any faults and make improvements, carry out user testing and solicit input from the intended audience.

5.)Launch: After the website has been tested and all problems have been fixed, it should be launched. To draw visitors and buyers, advertise the website through numerous digital marketing methods.

6) Upkeep: Consistently add new items, features, and content to the website. To pinpoint problem areas and implement the necessary adjustments, keep an eye on the website's performance, security, and user feedback.

Overall, the design process for an online store should be collaborative and iterative, with frequent user and stakeholder testing and feedback. This makes it easier to make sure the website satisfies the requirements of the company and its clients and offers a simple, safe, and fun online purchasing experience.

3.5   Design selection

A crucial element in the design flow process for an online store is design selection. The website's design should be aesthetically pleasing, user-friendly, and consistent with the company's corporate

identification. When choosing a design for an online store, keep the following things in mind:

Brand identity: The website's design should be consistent with the company's brand identity, which includes its logo, colour scheme, font, and imagery. The design should complement the company's entire branding approach.

User experience: The website's design should offer a smooth experience for users, with obvious calls to action, simple navigation, and an intuitive user interface. No matter what degree of experience a user has, they should be able to easily navigate and use the website.

Mobile Environment:A crucial element in the design flow process for an online store is design selection. The website's design should be aesthetically pleasing, user-friendly, and consistent with the company's corporate identification. When choosing a design for an online store, keep the following things in mind:

Brand identity: The website's design should be consistent with the company's brand identity, which includes its logo, colour scheme, font, and imagery. The design should complement the company's entire branding approach.

User experience: The website's design should offer a smooth experience for users, with obvious calls to action, simple navigation, and an intuitive user interface. No matter what degree of experience a user has, they should be able to easily navigate and use the website.

Trends: The website's design should be up to date and adhere to current design trends. This helps to guarantee that the website matches users' expectations for a contemporary online shopping website and that it does not look to be out of date.

Overall, a combination of elements such as brand identity, user experience, functionality, mobile responsiveness, competition, and trends should be taken into consideration when choosing the design for an online shopping website. Businesses can choose a design that suits their demands as well as those of their clients by taking these elements into account.
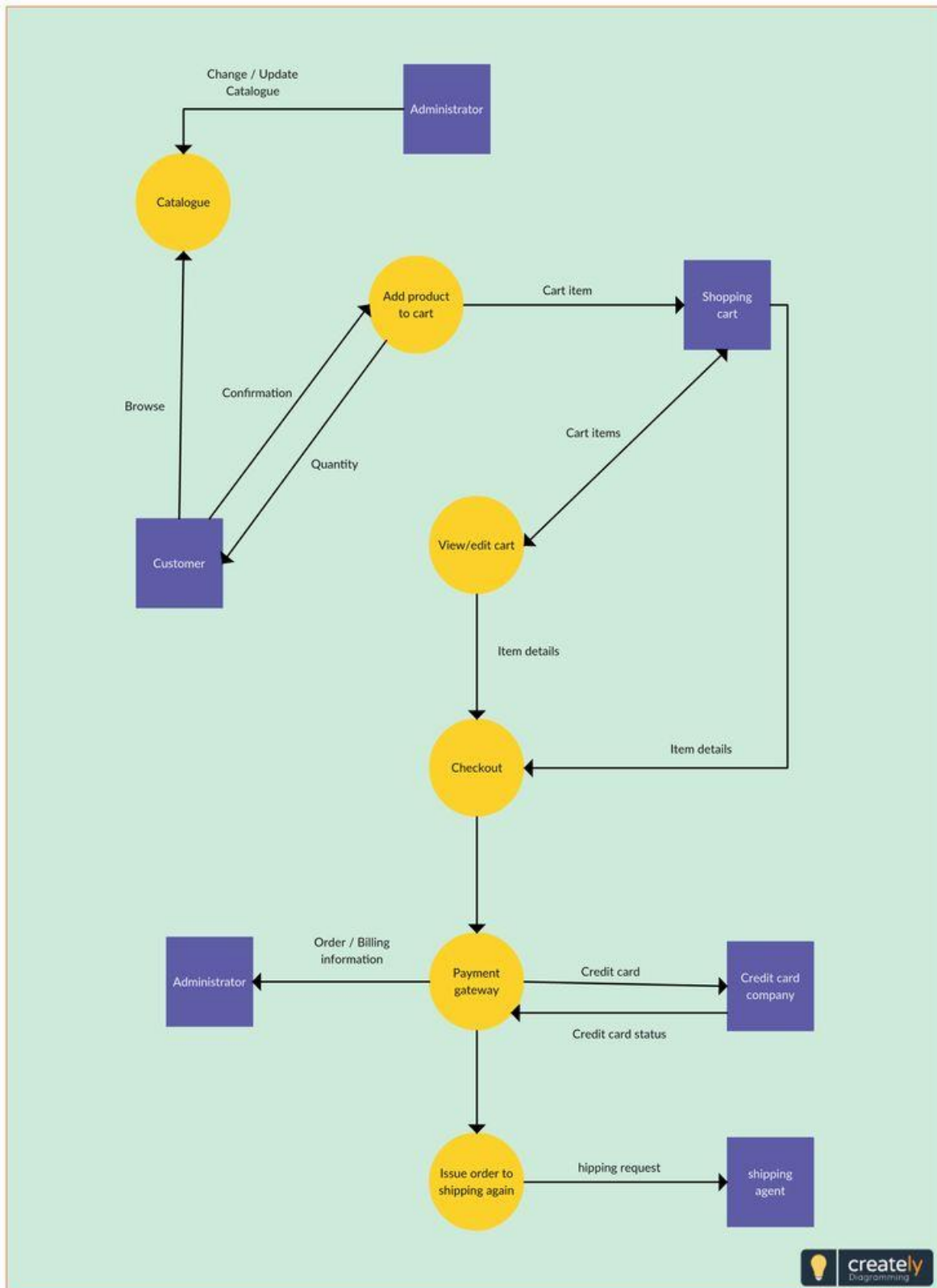
IMG 3.1 FLOWCHAT OF WORKING SITE
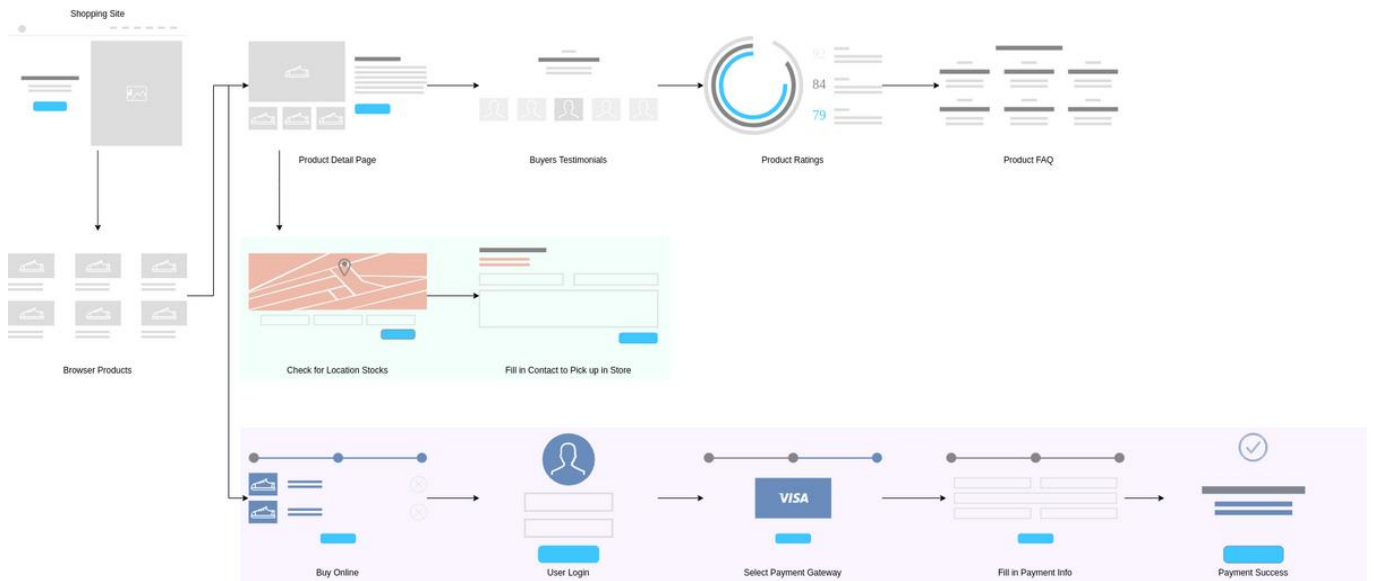
IMG 3.2 WORKING OF WEBSITE
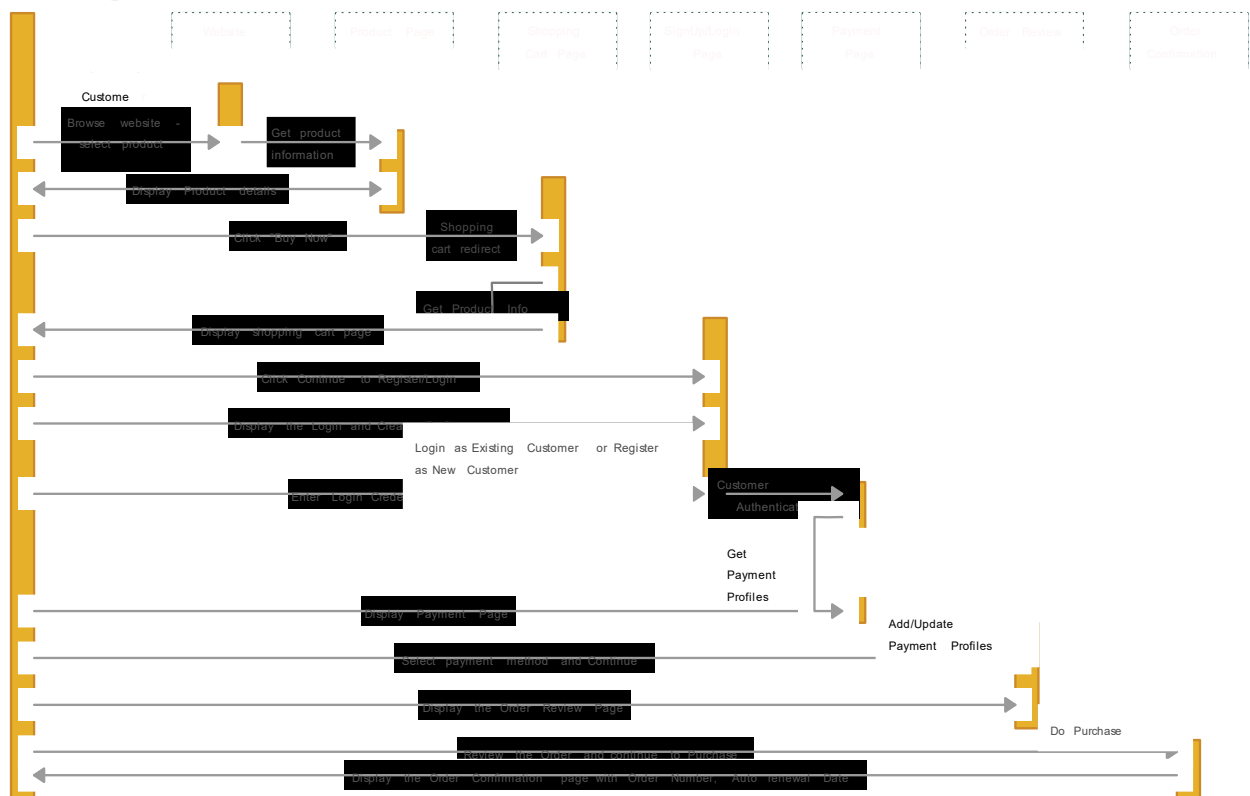
IMG 3.3 PATHS OF WEBSITE

3.6 Implementation plan/methodology

1.) Project Scope and Requirements

- Identify the target audience
- Define the product catalog and categories
- Determine payment gateways and shipping methods

- Determine additional features (e.g. wish list, product recommendations)

2.) Development Approach

- Agile development methodology

3.)Project Plan

- Develop a project plan that includes timelines, milestones, and deliverables
- Set up project management tools and communication channel

4.)Design and Development

- Create wireframes and design concepts
- D evelop the website layout and visual design
- Implement the product catalog and categories
- Develop the shopping cart and checkout process
- Integrate payment gateways and shipping methods
- Develop additional features as needed

5.) Testing and Quality Assurance

- Conduct automated and manual testing for functionality, usability, compatibility, and security
- Fix any identified issues or bugs

6.)Launch and Deployment

- Set up hosting and domain
- Set up SSL certificate for secure transactions
- Promote the website through digital marketing channels (e.g. social media, email marketing)

7.)Maintenance and Support

- Provide ongoing maintenance and support for the website
- Monitor website performance and security
- Update the website with new products and features
- Provide customer support through multiple channels (e.g. email, chat, phone)
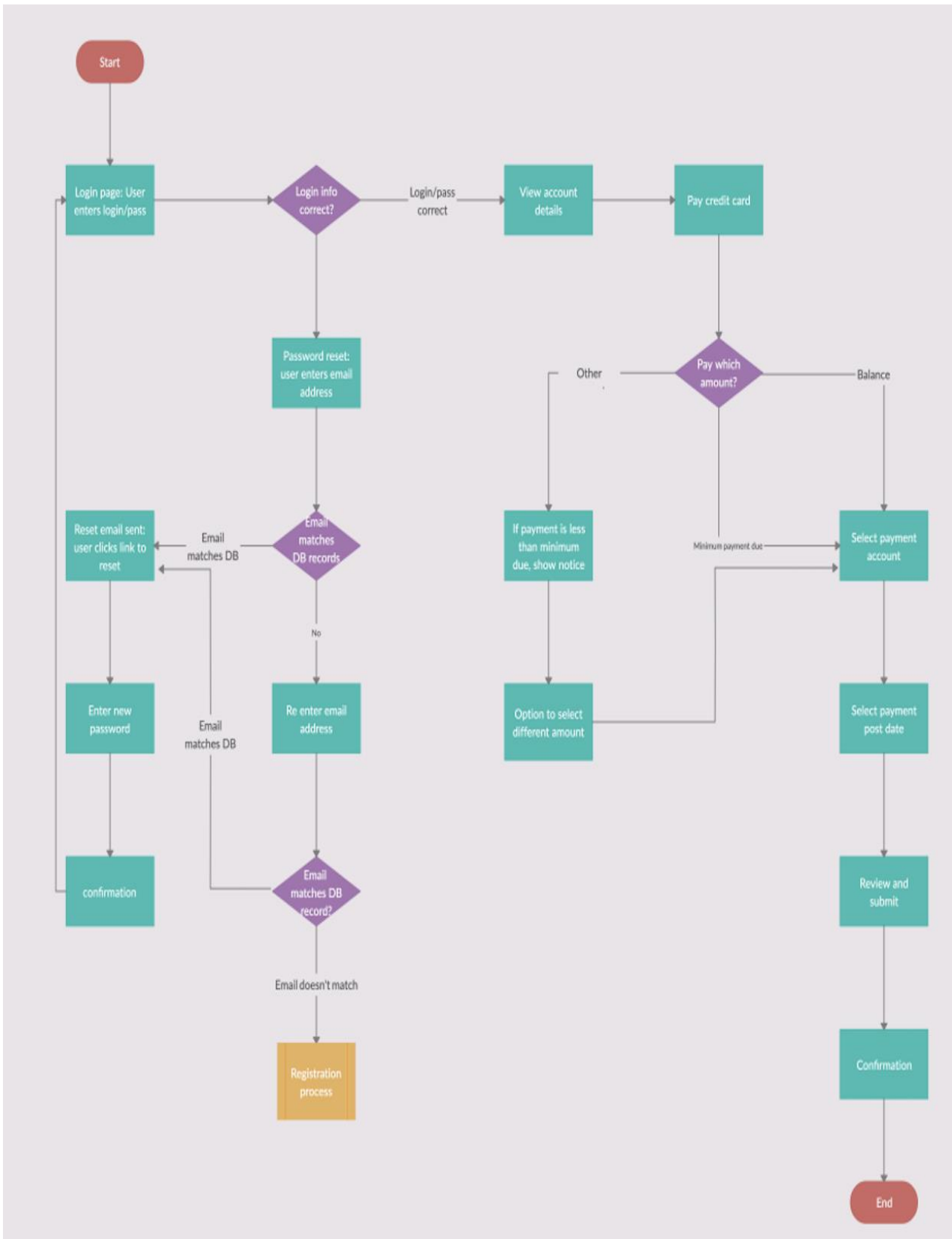
IMG 3.4 FUNCATION OF WEBSITE

CHAPTER -4
RESULTS ANALYSIS AND VALIDATION
4.1. Implementation of solution
Analysis :

Analyzing an online shopping website involves a multi-faceted approach that considers both the website's design and functionality, as well as its overall user experience. Here are some key areas to consider when analyzing an online shopping website:

User Interface: The user interface of the website should be intuitive, easy to navigate, and aesthetically pleasing. The layout should be consistent, with clear and easy-to-use menus and buttons. The search function should be easy to find and use, and the product pages should be well-organized and visually appealing.

Product Information: The product information on the website should be comprehensive and accurate, including product images, descriptions, specifications, and reviews. The information should be easy to find and should answer any questions the user may have about the product.

Checkout Process: The checkout process should be simple and straightforward, with clear instructions and minimal steps. The user should be able to easily add and remove items from their cart, view their order summary, and select a payment method.

Payment and Security: The website should offer a variety of payment options, including credit cards, PayPal, and other secure payment methods. The website should also be secure, with a valid SSL certificate, and should have a clear privacy policy and terms of service.

Shipping and Returns: The shipping and returns policies should be clear and easy to understand, with information on shipping rates, delivery times, and return procedures. The website should also provide tracking information for shipments.

Customer Support: The website should offer a variety of customer support options, including email, phone, and live chat support. The support team should be knowledgeable and responsive, and should be able to answer any questions or concerns the user may have.

Overall, a successful online shopping website should provide an easy and enjoyable shopping experience for users, with comprehensive product information, clear and straightforward checkout and payment processes, and excellent customer support.
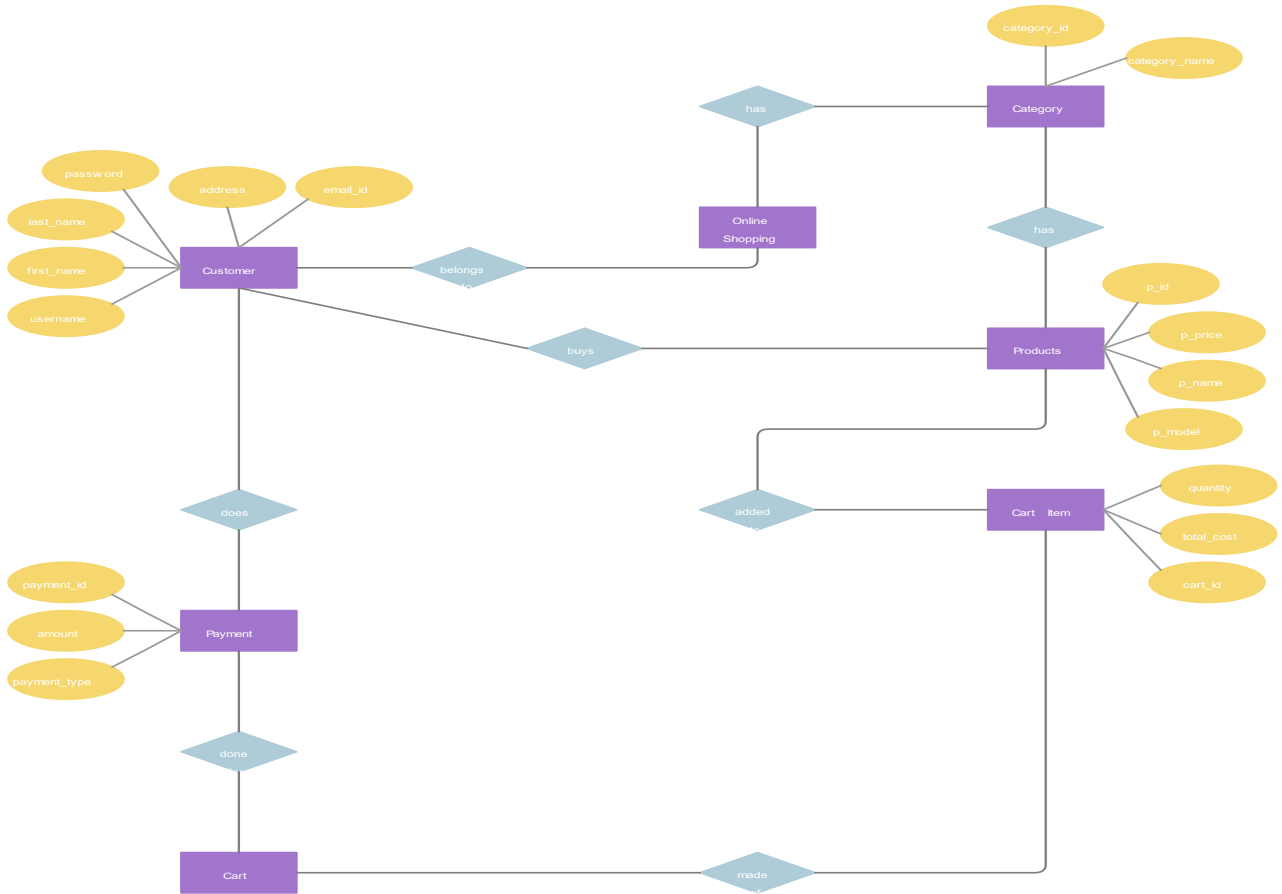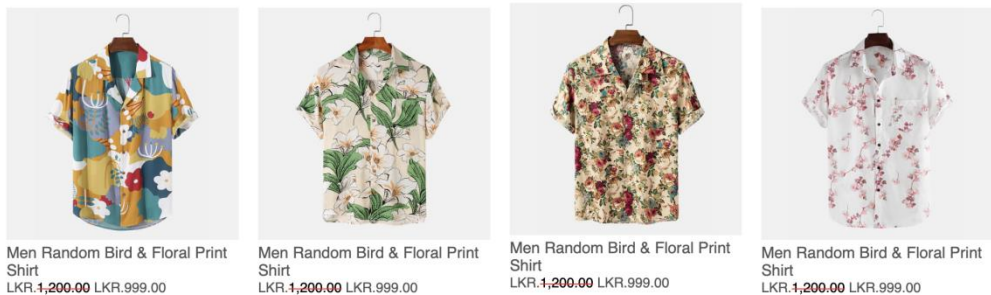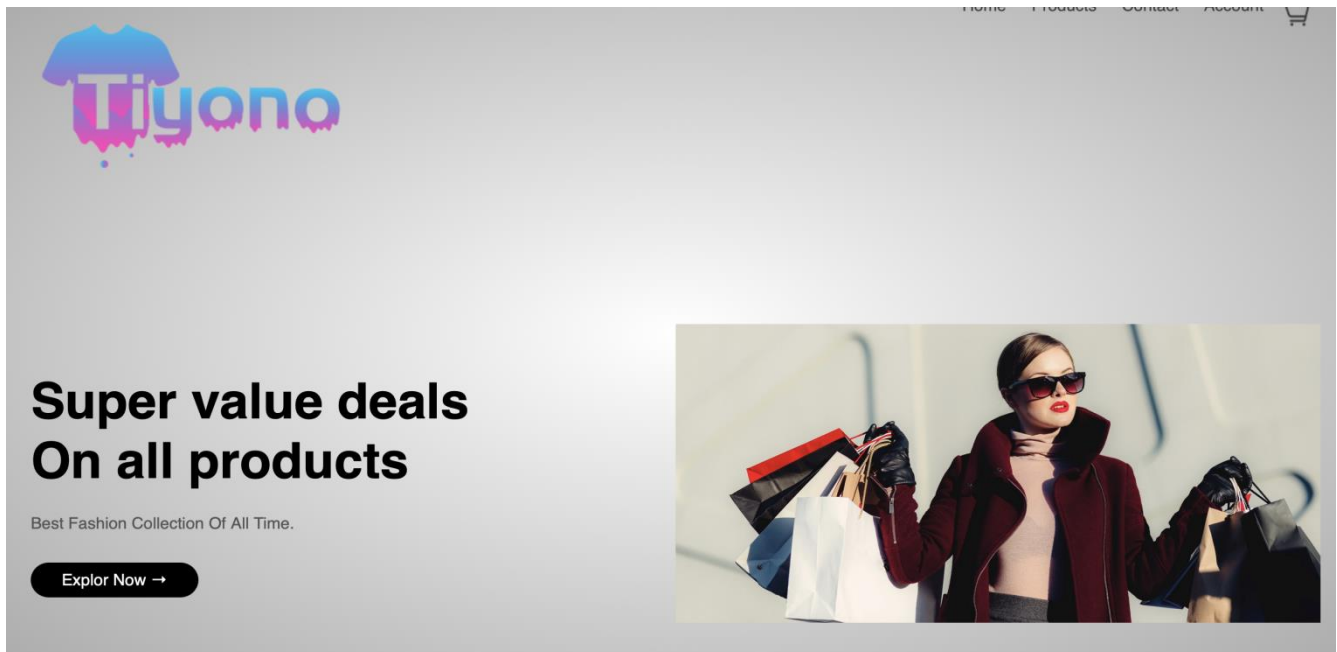
IMG 4.1 FLOWCHART OF LOGIN PAGE

IMG 4.2 FRONT PAGE

IMG 4.3 FRONT LOOK OF WEBSITE

Data Report :

Testing/characterization/interpretation/data validation:

I have tested each view/module of the application individually. As the modules were built up testing was carried out simultaneously, tracking out each and every kind of input and checking the corresponding output until module is working correctly.by one else a new item is created in the shopping cart. Also the state of the system after a product has been dragged in to the shopping cart is same as the state of the system if it was added by clicking the add to cart button. Also it has been ensured that all the images of the products displayed in the shop products page are drag gable and have the product property so that they can be dropped in the cart area.

In the Product Description Module it has been tested that all the images are displayed properly. Users can add review and the as soon as a user adds a review it is updated in the view customer review tab. It has been checked to see if the whole page refreshes or a partial page update happens when a user writes a review.In the Cart Details it has been tested that when a user edits a quantity or removes a product from the cart, the total price is updated accordingly. It has been checked to see if the whole page refreshes or a partial page update happens when a user edits the cart.

Visual Studio 2008 has in built support for testing the application. The unit testing can be done using visual studio 2008 without the need of any external application. Various methods have been created for the purpose of unit testing. Test cases are automatically generated for these methods. The tests run under the ASP.NET context which means settings from Web.config file are automatically picked up once the test case starts running.

Methods were written to retrieve all the manufacturers from the database, strings that match a certain search term, products that match certain filter criteria, all images that belong to a particular product etc. Unit test cases were automatically generated for these methods and it can be seen

Integration Testing

In integration testing a system consisting of different modules is tested for problems arising from

component interaction. Integration testing should be developed from the system specification. Firstly, a minimum configuration must be integrated and tested.

In my project I have done integration testing in a bottom up fashion i.e. in this project I have started construction and testing with atomic modules. After unit testing the modules are integrated one by one and then tested the system for problems arising from component interaction.

Validation Testing

It provides final assurances that software meets all functional, behavioral & performance requirement. Black box testing techniques are used.

There are three main components

Validation test criteria (no. in place of no. & char in place of char)

Configuration review (to ensure the completeness of s/w configuration.)
Alpha & Beta testing-Alpha testing is done at developer's site i.e. at home & Beta testing once it is deployed. Since I have not deployed my application, I could not do the Beta testing.

Test Cases- I have used a number of test cases for testing the product. There were different cases for which different inputs were used to check whether desired output is produced or not.

Addition of a new product to the cart should create a new row in the shopping cart.
Addition of an existing product to the cart has to update the quantity of the product.
 White Box Testing

In white box testing knowing the internal working of the product, tests can be conducted to ensure that internal operations are performed according to specification and all internal components have been adequately exercised. In white box testing logical path through the software are tested by providing test cases that exercise specific sets of conditions and loops.

Using white-box testing software developer can derive test case that Guarantee that all independent paths within a module have been exercised at least once.
Exercise all logical decisions on their true and false side.
Exercise all loops at their boundaries and within their operational bound.
Exercise internal data structure to ensure their validity.

At every stage of project development I have tested the logics of the program by supplying the invalid inputs and generating the respective error messages. All the loops and conditional statements are tested to the boundary conditions and validated properly.

Performance Testing :

Jakarta JMeter, a tool for testing applications was used to simulate the virtual users (clients) and test the performance of the system. It can be used to test performance both on static and dynamic resources (files, Servlets, Perl scripts, Java Objects, Data Bases and Queries, FTP Servers and more). It can be used to simulate a heavy load on a server, network or object to test its strength or to analyze overall performance under different load types. It can be used to make a graphical analysis of performance and test the server/script/object behavior under heavy concurrent load.

I have done performance testing to achieve an estimate of the peak and sustained load the application. This has done with few pages like the Shop Products (extensive Database access, business logic Intensive and more Images) and the Cart Details (simple page). A few sample Screenshots of test results are shown below. The tests have been conducted by running the application (server) and JMeter on same machine. These test results do not include factors like network bandwidth etc as the server is running on the same machine along with JMeter.

Challenges

Compatibility with browsers like Mozilla Firefox, Internet explorer etc Using a layered approach in developing the application which would make the application maintainable. Learning new technologies like using JavaScript for drag and drop behavior and Ajax toolkit controls with little guidance.

The overall idea of doing this project is to get a real time experience. Learn new technologies

CHAPTER -5
CONCLUSION AND FUTURE WORK
5.1. Conclusion

The 'Online Shopping' is designed to provide a web based application that would make searching, viewing and selection of a product easier. The search engine provides an easy and convenient way to search for products where a user can Search for a product interactively and the search engine would refine the products available based on the user's input. The user can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. Use of Ajax components would make the application interactive and prevents annoying post backs. Its drag and drop feature would make it easy to use.

This application does not have a built in check out process. An external checkout package has to be integrated in to this application. Also users cannot save the shopping carts so that they can access later i.e. they cannot create wish lists which they can access later. This application does not have features by which user can set price ranges for products and receive alerts once the price reaches the particular range .

5.2. Future work

A report from Coupon Follow, the retail coupon code tracker, found that nearly half of millennials have used voice technology to buy items online. By simply calling out to Alexa or Amazon Echo, someone might add an item to their online shopping cart.

While not everyone uses their smart speakers to make online purchases, a sizable number of device owners rely one them to help make purchasing decisions and start product searches. For example, an Adobe Digital Insights report found that 32% of smart speaker owners use their devices to compare product prices. This can have a big influence on consumers' purchasing decisions.

Voice-enabled shopping is expected to reach $40 billion in the U.S. by 2022, according to a survey from business consulting leader OC&C Strategy Consultants. In light of this, business leaders must consider how to take full advantage of this growing channel for selling their products and services. By strategizing how to incorporate voice technology into their marketing, companies can connect with more customers and tap into automated commerce as well.

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Appendix

1. Plagiarism Report :

Scan Properties

Number of Words : 991
Results Found : 0

To or From
Binary Translator

To or From
PDF Converter

0% Plagiarism   100% Unique

Make it Unique   Start New Search

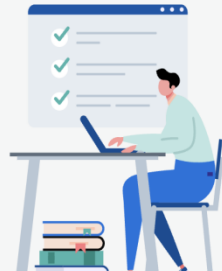To check plagiarism in photos click here

Reverse Image Search

ABSTRACT
In the era of digital technology, consumers all over the world are increasingly embracing online shopping. This online store is an example of a platform that provides users with a convenient and easy way to browse and buy a selection of things.
Users can easily search for products, add them to their basket, and check out securely with a variety of payment choices thanks to the website's easy-to-use layout.
Customers can simply identify what they're looking for, place an order, and have it delivered directly to their door thanks to the website's hassle-free shopping experienceThe website offers a wide range of goods, including electronics, apparel, home appliances, toys, cosmetics, and more.
Customers can use keywords or particular categories to find products fast utilising the website's search engine. Customers can easily find the

Congratulations !

Scan Properties

Number of Words : 994
Results Found : 1

To or From
Binary Translator

To or From
PDF Converter

2% Plagiarism   98% Unique

Make it Unique   Start New Search

To check plagiarism in photos click here

Reverse Image Search

3.1. Evaluation & Selection of Specifications/Features

To ensure consumer pleasure and commercial success, it is crucial to critically assess the qualities mentioned in the literature for problems in the lifestyle store industry.
1.Pertinence to Issue
The features must address concerns with online shopping sites and aid in detecting the problems customers encounter whether making purchases, making payments, or having their orders fulfilled. Features found to be pertinent in the literature include the existence of technical glitches, poor user experience, shipping and fulfilment issues, and mobile optimization
2.Data Availability

Similarity 4%
Report Format | PDF | Wireless Lan | DesignPhase1 Mailed | PDF | Project Management | Weather

Ethical/Social & Political Issues/Cost considered in the design. 3.3. Analysis of Features and finalization subject to constraints. Remove, modify and add ...3.3 Analysis of Features and Finalization subject to Constraints: This step involves analyzing the features identified in step 3.1 and modifying them ...

https://www.scribd.com/document/634860261/Report-Format

close

USER MANUAL
(Complete step by step instructions along with pictures necessary to run the project)