

E-commerce Portal with Live Chat

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Abstract—e-commerce is the most visible business use of the World Wide Web. E-commerce site is use to sell products online This project deals with developing an e-commerce portal. a collection of different product provided to user for buying in the store. To simplify online purchase a shopping cart is provided to the user. Advantage of e-commerce over traditional commerce is the user can browse products online and shops, compare prices of same product on different websites and order merchandise sitting at home. These days hundreds of e-commerce websites are available but hardly any of them provides all the functionalities that an ideal e-commerce portal should provide. The idea is to build a complete e-commerce portal on Magento platform. For increasing the use of e-commerce in developing countries the business to Business e-commerce is implemented.

Magento is enterprise-class eCommerce platform offering powerful and flexible features. Magento stand out amongst the best full featured e-commerce systems accessible in both the restrictive and open source markets. It gives all that you have to deal with an entire business, including promotions and stock administration. Magento features intensify user experience and increase selling potential.

Keywords- e-commerce portal, MAGENTO, business to Business e-commerce

I. INTRODUCTION

E-commerce is the trading or facilitation of trading in products or services using computer networks, it is fast gaining ground as an accepted and used business standards. We can say that the process of shopping on the web is becoming conventional.

This project deals with developing a e-commerce store where any item can be bought from home through the Internet.

An virtual store on the Internet is an online store where customers can browse the collection of different goods and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be an order, the customer will be asked to fill or select a billing address, a shipping address, a shipping option, and payment information such as credit card number. As soon as the order has been placed An e-mail notification is sent to the customer telling that your order has been placed. User is then updated with the transaction id if paid online and provided by the billing and tracing details of the product.

II. LITERATURE REVIEW

Electronic Commerce applications support the interface between different events contributing in a commerce transaction via the network,

The researchers report that “e-commerce is taking off both in terms of the number of users shopping as well as the total amount people are spending via Internet based transactions”. The reason for using the web for personal shopping was suitable, followed by availability of vendor information, there will be no pressure from sales person and it is time saving.

Keyword search on” e-commerce adoption in developing countries”,” Business-to-business adoption of eCommerce” in different databases gives the following research paper

1. eCommerce adoption in developing countries: a model and instrument : This paper discusses a holistic and theoretically constructed model that identifies the relevant contextual and organizational factors that might affect eCommerce adoption in developing countries
2. Initializing an ecommerce database framework: It provided for initializing a database used with an issue tracker. The issue tracker receives information relating to a plurality of issues from a plurality of users, displays the information relating to the issues, and allows the browsing of the information relating to each of the issues

- Business-to-business adoption of eCommerce in China : It analyzes the contextual and organizational factors that affect business-to-business eCommerce adoption in China

Study shows that the main reason people do not purchase items online the issue of security, faith in the security of ecommerce is increasing. As people are purchasing items more the faith in virtual store is increasing, and more and more people are trying to use these websites

There are some factors that affect the Knowing when an item was saved or not saved in the shopping cart. Returning to different parts of the site after adding an item to the shopping cart. Easy scanning and selecting items in a list. Effective categorical organization of products. Simple navigation from home page to information and order links for specific products. Noticeable shopping links. Minimal and effective security notifications or messages, Consistent layout of product information.

One more important aspect in the design of an e-commerce site is feedback.. Site feedback often consists of a change in the visual or spoken information open to the user.

The communication between a user and a web site is not complete until the web site responds to a command entered by the user.

The time taken to donload is page is the most irritatind to the user, A blank page, or what a user perceives to be "a long time" to receive an acknowledgment, may be interpreted as "there must be something wrong with the order." orders should be approved quickly. This may be done with an response page..

Finally, Actions and reactions made by the web site should be significant. Feedback should not draw the user's attention away from the important tasks of gathering information, selecting products, and placing orders. feedback should not confuse the user.

III. RESEARCH TABLE

Sr. No	Research Table		
	Research papers	Authors	Conclusion
1.	eCommerce adoption in developing countries: a model and instrument	Paul S. Lickerb	This paper discusses a holistic and theoretically constructed model that identifies the relevant contextual and organizational factors that might affect eCommerce adoption in developing countries
2.	Business-to-business adoption of eCommerce in China	Katherine Tylera	It analyzes the contextual and organizational factors that affect business-to-business eCommerce adoption in China
3.	Initializing an	Roy Aaron Underwood	It provided for initializing a database

Sr. No	Research Table		
	Research papers	Authors	Conclusion
	ecommerce database framework		used with an issue tracker. The issue tracker receives information relating to a plurality of issues from a plurality of users, displays the information relating to the issues, and allows the browsing of the information relating to each of the issues.
4.	eCommerce: a critical review	Jonathan Reynolds	Deals with four discrete areas of the new economy as it affects retailers. Explores the extent to which the emergence of new electronic channels to market has led to distinctive means of business differentiation, with particular reference to branding and pricing. Secondly, looks at how business- to- business companies can use electronic channels to improve supply chain and productivity requirements. Thirdly, assesses how far we understand some of the organisational change issues. Finally considers the future of eCommerce

Table1:

IV. OBJECTIVES OF PROPOSED SYSTEM

The objective is to design a website that is used by client to sell their goods and services around the globe over a click using internet. Internet access is becoming so mainstream now that your product and service can reach almost everyone on the planet with a internet-enabled device,

The main objective of this portal is to enable the clients with the following features:

- Product browsing
- Catalog browsing
- Catalog management
- Order management
- Shipping
- Site management
- Payments
- Customer services
- Analytics and reporting

Providing a live chat support system As the Internet has matured, online shoppers have become savvier and are expecting more from online sellers. Increasingly, they want their online transactions backed up with live chat support It a system that allows users to communicate in real time using

easily accessible web interfaces Live support chat gives your customers answers to their questions on the spot in real-time, which increases customers' satisfaction level..

V. FLOW DIAGRAM

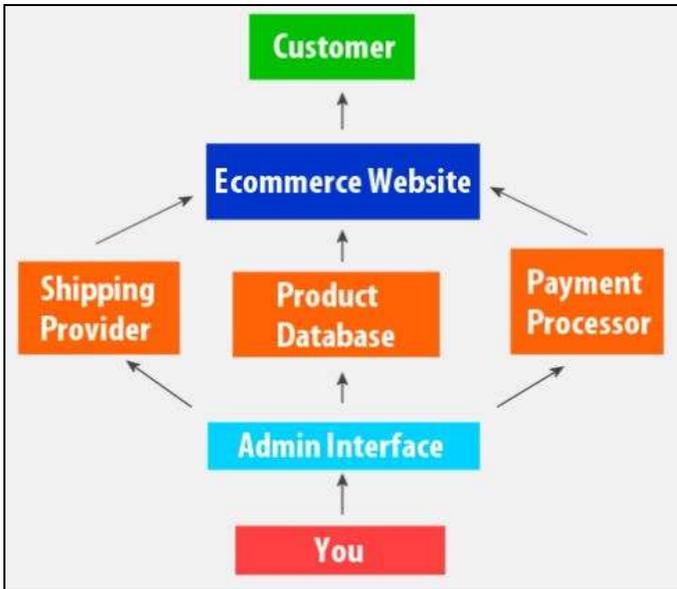


Figure 1: System Flow

Figure 1 describes an overview of how an admin using an admin interface provide easy access to various items provided by portal to the customers



Figure 2:Data Flow

VI. EXPECTED OUTPUT

Before implementing the actual design of the project, a few user interface designs were constructed to visualize the user interaction with the system as they browse for items, create a shopping cart and purchase items.

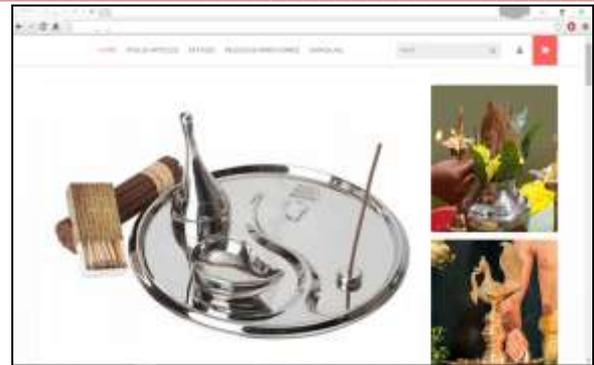


Figure 3:Home Page



Figure 4: Contact Page

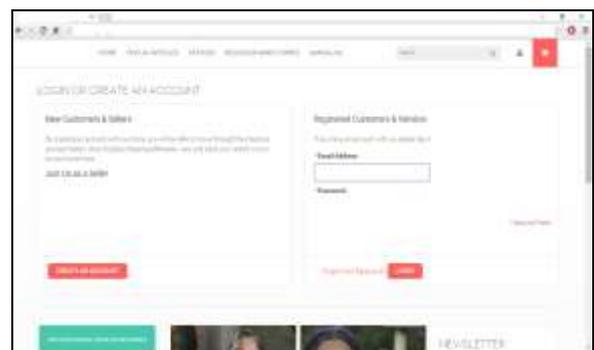


Figure 5: Login Page



Figure 6:Registration Page

CONCLUSION AND FUTUREWORK

As per a survey, most consumers which are aware of ecommerce ,which know about the online shopping website stay on a site within the first few seconds,as they are looking for the website which is easy to use or most of the thing that they want to buy are available at the site,Hence we have designed

the project to provide the user with easy navigation, necessary feedback given by the users as much as possible.

This project helps in understanding the creation of an interactive web page and the technologies used to implement it. This project has given me a precise knowledge about how MAGENTO is used to develop a website, how it help in improving the functionality of web site.

As for other future developments, the following can be done:

1. The Administrator should be given more permissions, like looking at a specific customer's profile, the items that have to be reordered, etc.
2. Multiple Shopping carts can be allowed

3. Compatibility with all devices and screen sizes
4. Quick loading time

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