

E-COM: A ECOMMERCE WEBSITE USING WORDPRESS

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Abstract: *In today's fast-changing business environment, it's extremely important to be able to respond to client needs in the most effective and timely manner. If your customers wish to see your business online and have instant access to your products or services. Online Shopping is a lifestyle e-commerce web application. This allows viewing various products available enables registered users to purchase desired products instantly using PayPal payment processor (Instant Pay) and also can place order by using Cash on Delivery (Pay Later) option. This provides an easy access to Administrators and Managers to view orders placed using Pay Later and Instant Pay options. In order to develop an e-commerce website, a number of Technologies must be studied and understood.. This is with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application. This document will discuss each of the underlying technologies to create and implement an ecommerce website.*

I. INTRODUCTION

In this , we will be designing a simple ecommerce website using wordpress. A website which is helpful for company owner who currently do manual selling and for costumer who do manual shopping. In The site will provide a soothing experience for customers and also for vendor/retailer. Vendor can easily add their own products on website by making a vendor account. In this website we provide vendor dashboard to each vendor..We use multiple plugins to make our website multi functional eg. (Dokan, Elementer ,woocommerce etc). We use marketo theme from theme forest website. We can also use css and php code to customize our website. Online shopping is the process whereby consumers directly buy goods and services without any intermediary service over the internet. The goal of this website is to developweb basedinterface for the consumers, the website would be easy to use and hence the shopping experience pleasant for the users. E-commerce facilitates comparison shopping. There are several online services that allow customers to browse multiple e-commerce merchants and find the best prices. As the new system will be computerized, the database will be automatically updated at the time of entry. Everything will be done automatically just by clicking few buttons. There will be no need to maintain any files or registers. It will be much easier to find particular record rather than opening such huge files and finding a single record from them There are limitations to the amount of information that can be displayed in a physical store. It is difficult to equip employees to respond to customers who require information across product lines. E-commerce websites can make additional information easily available to customers. Most of this information is provided by vendors and does not cost anything to create or

maintain. An e-commerce website might offer a range of benefits yet poses a number of challenges as well to the owners of that business. Since these sorts of websites are meant to sell products online, the complexities they face are also distinct from traditional websites. Therefore, you need to fix these errors if you reluctant to see it fail. To ensure a Perfect E-Commerce Solution, all you need to see across a few factors to be added in it. All you need to tweak your websites a bit to swing it loudly among the competition. WordPress is the simplest, most popular way to create your own website or blog. In fact, WordPress powers more than one in four websites that you visit are likely powered by WordPress. On a slightly more technical level, WordPress is an open-source content management system, which means that anyone can use or modify the WordPress software for free. A content management system is basically a tool that makes it easy to manage important aspects of your website – like content – without needing to know anything about programming. WordPress.com allows its users to create a blog, but the level of customization depends on the plan the user purchases. The plans offered include: Free: given a WordPress.com address, allowed 3 GB of space, ads present on pages, no customization options Premium: custom domain, advanced customization options, limited video storage, allowed 13 GB of space, no ads on page.

Business: custom domain, advanced customization options, unlimited video storage, allowed unlimited space, choose from premium over fifty premium theme.

One of the biggest benefits of WordPress is that it's free, open-source software. While you will need to pay a little bit for hosting, you will never have to pay just to use the WordPress software.

To begin using WordPress, first you'll download the software, install it on a web server, connect it to a database, and then start publishing your content on the web. It may sound complicated, but the entire process takes about 5 minutes. And once installed, it enables you to use a simple, web-based editor to publish content and build your website. There's even a hosted version at WordPress.com that allows you to create a new WordPress-powered website in just a few seconds.You can create any type of website with WordPress.

For example, not only does WordPress power a huge number of business sites and blogs, it's also the most popular way to create ecommerce site as well! With WordPress. Although navigation is an important aspect of any website, it becomes more prominent when we talk about an e-commerce website. A buyer comes to your website to buy a product he already decided to buy. Thus, it is important to giving your users a simple navigation path to allow them reach their favorite product without hassles. While creating the wireframe for a

navigation path for a large e-commerce portal, caution is necessary as ambiguous navigation can lead to the visitor attrition and revenue loss later on. An e-commerce website serves the primary purpose of letting buyers purchase their intended products. If the design of the website is vibrant and more appealing than it should be, it may deviate buyers from buying to browsing. This leads to the serious breach of the selling aspirations of your website. Being good with design is surely important but products come first. Keep the design of your website simple so that products can easily be separated by design of the website.

II. DESIGN

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2.1 Customer

A customer visits on my website plutomart.in. A customer may select any product of their choice that he wants to buy or just visit the page and logout. The customer can select products from category and also search product in search bar. Customer can save product in wishlist for future buy. Once the customer click on add to cart the product is added to cart , if the customer wants to continue shopping he can and if the customer complete their shopping can proceed to checkout Once the customer finishes selecting the, if the customer wants to edit the final cart it can be done in view cart option. Customer can update or delete products for his queue anytime. For final delivery of selected product, the customer has to login the portal, if the customer is visiting for the 1st time he must register with the site, else the customer must use the login page to proceed. Finally customer has to request for the desired product for delivery. That product is delivered at their place within a day or according to the distance with sms alert.

2.2 Vendor

A vendor visit in our website to sell their product for that, first the vend or needs to create vendor account by register their account on plutomat.in. If the vendor register their account then website admin allows whether the vendor can sell their product or not by checking their details (GST no., Address, account detail, etc). After allowed by admin vendor will given a dashboard, from the dashboard vendor can easily add their product by selecting the category and attributes of the product and all the data like price, picture, description, specification ect from one platform. Vendor can check orders received fromcustomer from dashboard and take action on it.Vendor can easily transfer money to there account from dashboard.

2.3 Admin

Website administrators, also known as webmasters, web

developers or and computer system administrators, are responsible for all aspects of keeping website content and design fresh, backed up, and fully functional.Admin is the main creator of the website who handle all the backend and also frontend.Admin allows the vender whether the vendor sell their product or not and take all necessary action on which types of product vendor add to the website.The Admin can change everything in the website. He have the ability to add, delete, and update any information regarding the customer.

2.4 Login

In the Home Page, User asked to enter username and password to login, our task to check if the user logged in were admin, customer or vendor. If user name of logged user in customers table so the logged user was customer if not we will check admin table. If password not match we will redirect to error page to show error message (Please Enter Right Password) and from that page user can use back button to return to login form to be able to enter right password. And if password match customer will be redirect to customer Home Page to see his/her own personal information, and if user enters as admin he/she will be redirect to Admin Page toget all his authorized to manage different aspects in our site (Add or Update any Department). And if user name not found it also redirect To Error Page to show error message (Your User Name Not Found!! Please Enter Right One).

III. PROTOTYPE IMPLEMENTATION

Implementation of E-Commerce Site for Online Shopping.An online store is a virtual store on the Internet where customers can browse the catalogand 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 presented as an order. At thattime, more information will be needed to complete the transaction. Usually, thecustomer will be asked to fill or select a billing address, a shipping address, a shippingoption, and payment information such as credit card number. An e-mail notification is sent to the customer as soon as the order is placed .we can use wordpress for making website according to our requirement. WordPress is the simplest, most popular way to create your own website or blog. In fact, WordPress powers more than one in four websites that you visit are likely powered by WordPress. On a slightly more technical level, WordPress is an open-source content management system, which means that anyone can use or modify the WordPress software for free. A content management system is basically a tool that makes it easy to manage important aspects of your website – like content – without needing to know anything about programming. WordPress.com allows its users to create a blog, but the level of customization depends on the plan the user purchases. The plans offered include: Free: given a WordPress.com address, allowed 3 GB of space, ads present on pages, no customization options Premium: custom domain, advanced customization options, limited video storage, allowed 13 GB of space, no ads on page.

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unlimited video storage, allowed unlimited space, choose from premium over fifty premium theme. One of the biggest benefits of WordPress is that it's free, open-source software. While you will need to pay a little bit for hosting, you will never have to pay just to use the WordPress software. To begin using WordPress, first you'll download the software, install it on a web server, connect it to a database, and then start publishing your content on the web. It may sound complicated, but the entire process takes about 5 minutes. And once installed, it enables you to use a simple, web-based editor to publish content and build your website. There's even a hosted version at WordPress.com that allows you to create a new WordPress-powered website in just a few seconds.

We are creating different type of pages for making website multifunctional like Homepage, Cartpage, Checkoutpage, loginpage etc. we need hosting , domain, ssl certificate etc.

A web domain is an actual presence on the Internet, such as a web page. A web domain name is a substitute that replaces the Internet Protocol (IP) address. For example, we can replace the IP address 207.97.195.109 with a domain name such as www.amazon.com.

The primary purpose of a domain name is to help visitors locate your web site with minimal effort. Your web domain name is your identity on the Internet and should be distinctive enough to set you apart from your competition while being descriptive enough to impart important information about you or your organization. In other words, a web site with a quality domain name creates a picture of what is inside, similar to a business having unique and fashionable storefront windows. By looking into the windows (your domain), prospective customers are able to get a good glimpse of what your web site is about. There are many sites which provides domain godaddy.com, wix.com, bigrock.in etc.

we use godaddy.com for our domain(plutomart.in).

Web hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed in the Internet. Websites are hosted, or stored, on special computers called servers. When Internet users want to view your website, all they need to do is type your website address or domain into their browser. Their computer will then connect to your server and your webpages will be delivered to them through the browser. Most hosting companies require that you own your domain in order to host with them.

As mentioned earlier, most hosting providers require users to have their own domain name. With a domain name (e.g. www.yourwebsite.com) and email account features provided by your hosting company, you can create domain email accounts (e.g. yourname@yourwebsite.com).

The use of FTP lets you upload files from your local computer to your web server. If you build your website using your own HTML files, you can transfer the files from your computer to the web server through FTP, allowing your website to be accessed through the internet.

IV. CONCLUSIONS AND FUTURE WORKS

In this paper, we have presented E-com(plutomart.in)website which helps small scale vendors to increase their sale and provide wide range of products to the customer.

The Internet has become a major resource in modern business, thus electronic shopping has gained significance not only from the entrepreneur's but also from the customer's point of view. For the entrepreneur, electronic shopping generates new business opportunities and for the customer, it makes comparative shopping possible. As per a survey, most consumers of online stores are impulsive and usually make a decision to stay on a site within the first few seconds. "Website design is like a shop interior. If the shop looks poor or like hundreds of other shops the customer is most likely to skip to the other site. Hence we have designed the project to provide the user with easy navigation, retrieval of data and necessary feedback as much as possible. In this project, the user is provided with an ecommerce web site that can be used to buy books online. To implement this as a web application we used ASP.NET as the Technology. ASP.NET has several advantages such as enhanced performance, scalability, built-in security and simplicity.

Due to technical expertise, WordPress developer, you would be able to run all kinds of applications while managing the content of the organization.

Moreover, you can create applications in 62 languages securely as it offers a backup option. So, you can expect to take advanced security solutions easily. Furthermore, you would be able to proactively secure your site and raise your awareness for your career as a WordPress developer.

So, once you would know about the vulnerabilities and complexity of the website, then if you plan to switch from one company to another, you will have many practices to add in your resume.

It looks like the future of WordPress is large enough to build the trust of the clients and management quickly as it offers modifying themes, inbuilt- plugins, etc. at a cheap rate. However, it will help you to get out of the shell, build your identity and secure your future.

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