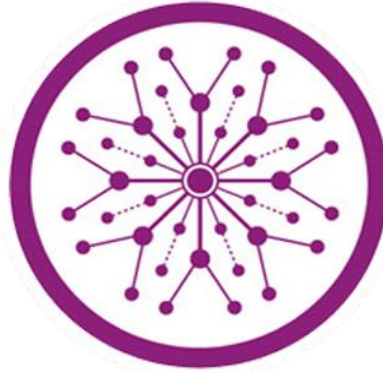


THE SUPERIOR UNIVERSITY LAHORE



Faculty of Computer Science & IT

Final Year Project

PROJECT REPORT (Part-2)

[RED-STORE]

Project ID: [FYP-MITM-S21-001]

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[Project Supervisor]

(Sir Gohar Mumtaz)

Project Report

[RED-STORE]

Change Record

Author(s)	Version	Date	Notes	Supervisor's Signature
	1.0		<Original Draft>	
			<Changes Based on Feedback from Supervisor>	
			<Changes Based on Feedback From Faculty>	
			<Added Project Plan>	
			<Changes Based on Feedback from Supervisor>	

APPROVAL

PROJECT SUPERVISOR

Comments: _____

Name: _____

Date: _____ Signature: _____

PROJECT MANAGER

Comments: _____

Date: _____ Signature: _____

HEAD OF THE DEPARTMENT

Comments: _____

Date: _____ Signature: _____

Dedication

I want to dedicate my project first of all my parents and all respected teachers. The main reason of dedication is that what I am doing now only due to them and my parents and teachers are only inspiration for me and supported me on mine every good and bad time and they were my backbone of my critical situations.

Acknowledgements

A project without proper guidance is like ship without a navigator. A successful story is incomplete without paying tribute to those who inspired it. We would like to express our gratitude toward all those people who guided us for preparing this project, which was a great learning process for us.

We are indebted to Sir Gohar Mumtaz, who guided us throughout project and gave up valuable suggestion and encouragement.

We also express our sincere thanks to the Manager Mr. Javaid Iqbal, who gave an opportunity to learn from the practical training.

Once again we would like to thank all those people who gave their valuable support by helping us in this project which is a great learning experience.

Thank you.....

Executive Summary

The website was developed using PHP, MySQL, HTML and CSS technology. Any consumer can browse products, add, replace or delete a product from the cart. The consumer can log in, with his information such as his email and password. If the login does not go through, the user can re-register or ask to change the password. After login, the user cancels the product in the cart and proceeds onwards. The product can be paid with Cash on delivery. The administrator can verify the order; however the consumer can still look at the orders in his or her account. The ordered price is saved in the database.

This website provides which will benefit the users as well as the visitor of the shop. It makes entire process online where users can search product, and buy various product. It also has a facility for common user by login into the system where user can login and can see status of ordered item as well request for items or give some suggestions. It provide the facility of admin's login where admins can add various item, review users activity and also give occasional discount and also add info about different events for the customer

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Chapter 1

Introduction

Chapter 1: Introduction

Now a day we can see the one of the biggest transformation using the technologies and that is the online buying of everything. So we are developing a platform in which people can buy their product related man, woman. There is no need to go anywhere, Red-store website provide a best quality and latest& branded product and fast delivery. This project also includes the entire online physical process of developing, marketing, selling, delivering, servicing, and paying for the product and the services. If talk about any issue & return product red-store website provided contact facility and fast reply.

1.1. Background

The history of ecommerce is closely intertwined with the history of the internet. Online shopping became possible when the internet was opened to the public in 1991. Amazon was one of the first ecommerce sites in the US to start selling products online and thousands of businesses have followed since. The convenience, safety, and enjoyable user experience of ecommerce have improved exponentially since the inception of online shopping. In his article, we will discuss some of the key players and milestones of ecommerce.

1.2. Goals and Objectives

- Reduce management costs
- Developing business relations
- Providing a unique customer experience
- Increasing the number of loyal customers
- Boosting the efficiency of services
- Developing relevant target
- Making responsive ecommerce website
- Increasing sales

Overlooked Goal

In developing your website goals, it's vital to consider your ideal visitor. Clients often fall back on "our buyers are diverse," but a website aimed at everyone may attract no one.

Realistic Goals

Your list of goals and objectives also need to match your organization's capabilities. It's easy to say "we need to be on Instagram," but do you have the resources and staff to spend several hours a week on a creative, sustained social media campaign that engages followers?

If the answer is no, consider other options such as a press release program, an opt-in email news list, a series white papers, a regular newsletter, or similar that better suit your ability to produce compelling content.

Measuring Success

Part of your planning should consider how to measure the success of your new website. Converting a first-time visitor into a customer is rare. You'll need to establish a few objectives to measure whether or not your new strategies are successful, and start adjusting if they fall short.

Summing Up

An attractive website is not enough to achieve your marketing goals. While your web designer can help you create a website that works, you need to start by listing the strategic goals and objectives for your site.

1.3. Literature Review/Existing Solutions

Shopify is one of the most popular online ecommerce solutions available today, and it has some real testimonials from principal business owners such as Mark Cuban and Daymond John of Shark Tank.

Both John and Cuban like the ease in which users can set up a shop, get their products uploaded quickly, and build an online business in no time at all.

It has a professional-looking interface and allows you to create a beautiful storefront without knowing one line of code. It also has a large number of resources such as podcasts and videos that will help you along

Gap Analysis

1. Bounce rates
2. Exit rates
3. Average order value
4. More user-driven ways to analyze your ecommerce site
5. Feedback directly reply from your customers

1.4. Proposed Solution

1. Bounce rates

Important note: bounce rate is a metric that shouldn't be analyzed out of context. When you check bounce rates for your ecommerce site, keep in mind that the metric is only a *starting point* for investigating user behavior (more on how to do this later)

2. Exit rates

Exit rate is another metric that shouldn't be analyzed out of context, considering the fact that *100% of your visitors will exit your site at some point*. When you check exit rates for your ecommerce site, keep in mind that the metric is only a starting point for investigating user behavior—exit rate alone won't tell you *why* visitors leave when they do.

2. Average order value (AOV)

What AOV means for your ecommerce site: measuring and monitoring AOV can help drive business decisions around topics like ad spend, pricing, and campaign building (like upselling, cross-selling, or offering promotional deals and discounts). Knowing your ecommerce site's AOV can also bring up questions around conversion rate optimization (CRO), which can lead to improvements to the user experience (UX) like an updated site design or shop layout.

3. Feedback directly reply from your customers

Let your customers give you candid feedback and input about your website. Customers can highlight specific elements or features on your site to give you actionable feedback, letting you know exactly what needs to be fixed or improved to create a better experience for them.

4. More user-driven ways to analyze your ecommerce site

User-driven analysis gives you a better understanding of your web visitors' behaviour and helps you identify what's most important to them in their user journey. The data you get from user-driven analysis will help you decide what changes you need to make to improve the user experience, making people more likely to come back to your online store to shop again in the future.

4.1. Project Plan

This system will be a very user friendly. We will use step by step approach for the completion of the project. We are creating a web based project which includes software and database management system. Every single user or costumer will have its own login and payment cash on delivery.

1) Admin Side

Signup

Login

Add user

Add Product

Delete Product

Confirm Order

Add Categories

Update Product

2) Customer Side

Signup

Login

Add Product

Search Product

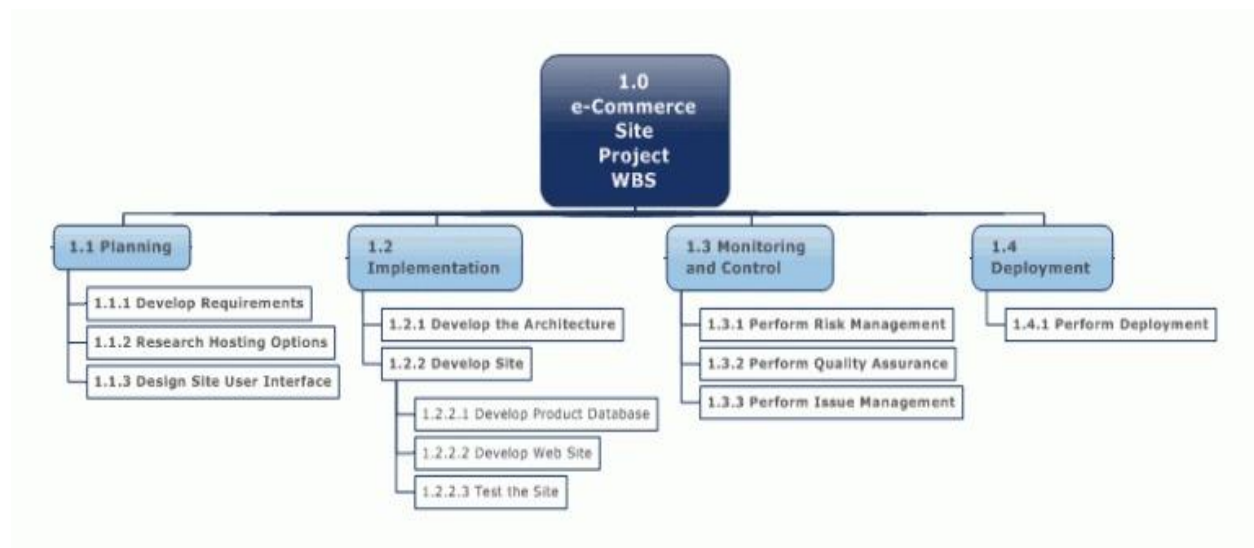
Delete Product

Update Product

Add in Cart

Print order Detail

4.1.1. Work Breakdown Structure

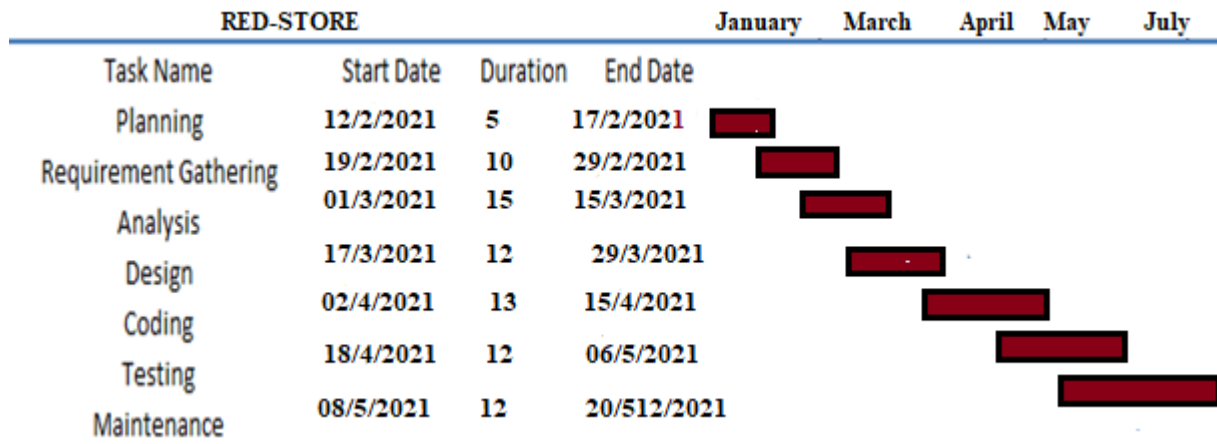


4.1.2. Roles & Responsibility Matrix

WBS #	WBS Deliverable	Activity #	Activity Complete to the Deliverable	Duration (# of Days)	Responsible Team Member(s) & Role(s)
1	Analysis/Requirements	1	Planning the project	5	Team
2	Introduction	2	Getting ready the proposal presentation	6	Team
3	Product Scope, System	3	Scope	3	Team

	Feature				
4	Functional, Non-Functional	4	Features	2	Zuman
5	System Design	5	Creating a user interface	7	Arham,Hassan
6	Use Case Analysis	6	Diagrams	3	Hassan,Arham
7	Architecture Diagram, Domain Model, State Transition Diagram	7	Diagrams	4	Team
8	Sequence Diagram, Operations, Data Flow diagram	8	Diagrams	5	Arham
9	Deployment Diagram, Component Diagram	9	Diagrams	5	Zuman
10	ERD, Class Diagram, Activity diagram,	10	Diagrams	5	Hassan
11	Documentation	11	Final document	20	Team
12	Project 100% completion	12	Completion project	---	Team
13	Final implementation	13	Final implementation in project	---	Team

4.1.3. Gantt chart



Chapter 2

Software Requirement Specifications

5.1. Introduction

5.1.1. Purpose

The red-store website is intended to provide complete solutions for customers through a single gateway using the internet as the sole medium. It will enable customer to browse through the shop and purchase them online without having to visit the shop physically. And achieve product fastly 12 hours.

Document Conventions

This document follows MLA Format. Bold-faced text has been used to emphasize section and sub-section headings. Highlighting is to point out words in the glossary and italicized text issued to label and recognize diagrams.

5.1.2. Intended Audience and Reading Suggestions

This Software Requirements document is intended for:

Developers who can review project's capabilities and more easily understand where their efforts should be targeted to improve or add more features to it (design and code the website– it sets the guidelines for future development).

Project testers can use this document as a base for their testing strategy as some bugs are easier to find using a requirements document. This way testing becomes more methodically organized.

End users of this website who wish to read about what this project can do.

5.1.3. Product Scope

E-commerce has bloomed over the years and is one of the fastest-growing domains in the online world. Though it took some time for this to be accepted by the end-users, today we are at a point where the majority of the people love to shop online. There were numerous concerns revolving around online shopping at its launch, but over years people tend to have started trusting E-commerce for all their shopping needs.

In Pakistan, people prefer shopping online these days rather than having to visit the physical store. The payment features that are smart and secure as well as the cash on delivery (COD), which makes the payment, even more, safer with hassle-free shipping, easy returns and reach out.

Let us check out the development or growth of this e-commerce sector in Pakistan. We have specifically collected substantial data from across the web after analysis and inferences of information acquired from authentic sources. In the year 2014, around 8 million people have been shopping online. And, the most interesting factor is that they have done shopping from some of the major online shopping sites. And, the number 8 million had risen to around 100 million by the year 2016. The new shoppers (customer base) accounting to around 50% came from the tier one and tier two towns of Pakistan . Today, we can proudly say that Pakistan is one of the places where online shopping has been booming and will continue to do so. This means that online shopping has a lot of prospects in the future.

5.1.4. References

- IEEE 830-1996 standard for writing SRS document.
- Fundamentals of Software Engineering, 2nd. By Rajide Mall.

5.2. Overall Description

5.2.1. Product Perspective

Basically, every product perspective should have the following contents:

Product overview

Context & scope

Stakeholders & stakeholder analysis

Business processes & usage processes

Product requirements (including use cases)

Product overview gives an initial understanding of the product (i.e., objectives and intention of use) and outlines the essential product structure (i.e., product parts and their organization).

Context and scope define what is outside the product and what interacts with it. They also identify the product's stakeholders, which must be defined and analyzed in sufficient detail.

Business and usage processes describe when, how, and why stakeholders need, use, and interact with the product. They also show how the different product functionalities and parts belong together. Product overview thus defines the product as a (black) box. The other contents of the product perspective represent the problem domain, and the business and usage aspects. Finally, a collection of product requirements statements defines the details of the product's functionality, its qualities, and the important constraints under which it operates (i.e., external view addressing the "What?" aspects).

Besides textual statements, the various parts of the product perspective can take quite different forms: Structured use cases, tabular information, formal languages similar to program code, and many types of graphical models and illustrations.

5.2.2. Product Functions

User: Admin

Functions: The Admin is the super user and has complete control over all the activities that can be performed. The website notifies the admin of all creation product requests, and the admin can then approve or reject them. The admin also manages the list of available product categories. The admin can also view and delete entries in the admin panel.

User: Customer/Guests

Functions: A Customer can bought through the product and choose products to place in a virtual shopping cart. The shopping cart details can be viewed and items can be removed from the cart. To proceed with the purchase, the customer is prompted to login. Also, the customer can modify personal profile information (such as phone number and address) stored by the website. The customer can also view the status of any previous orders, and cancel any order that has not been confirmed yet.

5.2.3. User Classes and Characteristics

Fast load time

According to a study by Akamai, 40% of visitors will abandon a web page if it takes more than 3 seconds to load. In addition, 14% will start shopping at a different site if page loads are slow and 23% will stop shopping or walk away from their computer.

To ensure you keep your page speed high, there are a number of things you can do including: sticking to a simple design; using Gzip compression to reduce file size; enabling browser caching; minimizing the use of plugins and redirects.

2. Clear, easy navigation

If a person can't find the product they're looking for on your site, they can't buy it. In addition, customer satisfaction levels are greatly improved if the process is quick and efficient. Therefore, ensuring your e-store is easy-to-use and explore is vital.

What makes for a good user experience? Standard top and sidebar navigation; meaningful, clickable labels; drop downs for sub categories; and the inclusion of a search box.

3. Appealing aesthetics

A visually appealing ecommerce store not only has the ability to attract visitors and keep them on page, but it can also make a powerful positive impression regarding the kind of brand you. However, whilst looks matter usability matters more.

The key to success is keeping it simple, but beautiful – with clean lines and fonts and clever juxtaposition of color and whitespace. While slick elements and moving graphics may look great, if they're making your site harder to use, forget them.

4. Efficient shopping cart

An e-shopping cart enables efficiency. By letting customers store and manage multiple items, purchases can be tallied up and paid for in a single transaction. However, if poorly designed, customers can get deflected into cart abandonment – there goes that sale.

A common reason for abandonment is customers being forced to register their personal details before completion. To avoid this, offer users a 'guest checkout' option or clearly lay out the steps so they know what stage they're at. In addition, be sure to include clear calls to action throughout.

5. Secure payment network

This is very secure because cash on delivery

6. Strong social elements

Customers today are reluctant to buy without first seeking reassurance from others. So, to ensure online shoppers convert to buy, you need to offer multiple avenues to satisfy this need. Firstly, be sure to include social media links so people can like, share and tweet about their experience with your products. Secondly, set up product reviews and include customer testimonials. The more positive social proof you get, the higher the perceived level of trust – the key to that sale.

7. Clear imagery and descriptions

In the absence of seeing and touching a physical product, online shoppers have to rely on photographs and written descriptions. The importance of these two elements cannot be understated. Ultimately, if a customer can't get an adequate sense of what a product is like, they're unlikely to buy. Sites that get it right use clean professional photography with multiple images for a single product to allow for different angles. In terms of the copy they keep it scannable, benefit-focused and personalized to the reader.

8. Effective calls to action

Even if your storefront looks great and runs smoothly, if people don't know where to click you've got a problem. This is where call to actions come in. They tell visitors what to do, where to click and what to buy. Examples include 'Shop now', 'See more products' and 'Proceed to checkout'.

According to Shopify – one of the leading ecommerce software providers – a good CTA contains urgency, has a clear button that stands out and is placed above the fold. Images can also be effective CTAs, tempting people to click.

10. Offers, deals and discounts

Shoppers love to pick up a bargain – just think how spend-happy people get on Black Friday. So if you're not offering deals and discounts on your ecommerce site – from percentage-based reductions to coupon codes, free shipping and freebies – you're missing out. To facilitate this you should run a discount engine on your site. Many ecommerce platforms come with one already included. Through this you can set up and manage a whole variety of promotions quickly and easily on your e-store.

11. Mobile responsiveness

Every year more and more people are taking to their phones to go shopping, so if your online store doesn't offer a mobile-optimized buying experience you'll be left behind. In fact, according to a BI Intelligence report, by 2020 mobile commerce will make up 45% of total e-commerce. Why is responsiveness important? Because if your site isn't it will likely be slow to load, have an awkward layout and demand zooming and scrolling to read the text. None of these are conducive to happy visitors and will significantly discourage them from converting. If you want help setting up or enhancing your ecommerce site, contact us today.

5.2.4. Operating Environment

The Red-Store is a website that shall operate in all famous browsers, for a model we are taking Microsoft Internet Explorer versions 7.0, 8.0 & Google chrome.

5.2.5. Design and Implementation Constraints

Here is a quick recap that will help you put everything into place.

6. Front End: HTML, CSS,
7. Server Side Scripting: PHP
8. Database: MySQL,

8.1.1. User Documentation

User will be very close to the system that we've made by the documentation because in this document we have cleared each and every thing and all the functional and non-functional requirements in detailed.

8.1.2. Assumptions and Dependencies

It is assumed that the hardware designed will work correctly with the third-party operating system and the developed software the customers have a computer with browser and have Internet. It is assumed that the system that we've made is reliable and very user friendly

8.2. External Interface Requirements

8.2.1. User Interfaces

Business requirement. The first step in the design process is to assemble a list of key functionalities required for your online store. Establishing a clear vision of how you want the website to operate and what capabilities are essential to meet the potential needs of your customers will directly relate to all other decisions you have to make along the way.

User research. At this stage, it is important to analyze and understand the habits, preferences and needs of your potential customers. By applying these insights to your design, you will be able to structure the website's information and choose the feel and look of the interface that best accommodates the expectations of your target audience.

8.2.2. Hardware Interfaces

Hardware requirements for insurance on internet will be same for both parties which are as follows:

Processor: Dual Core

RAM: 3 GB

Communication Interface the two parties should be connected by LAN or WAN for the communication purpose.

8.2.3. Software Interfaces

It is that which is compatible with laptop, Windows, Linux & Mac operating systems. Software is web based so software needs a web browser and internet connection.

8.2.4 Communications Interfaces

All the program's features are also available online. Every user has login, user can easily buy products, because every link admin website domain link online this is very important for internet active.

8.3. System Features

1. User-Friendly

Simplicity should be a goal in good design and you don't have to sacrifice elegance to achieve it. As a matter of fact, studies show that 76% of consumers say the most important characteristic of a website is ease of use.

2. Customers:

Login: Customers must have a valid login id to enter into the site.

Registration: New users can sign up by creating new ID.

View and edit Own Details: Can view/edit his personal details, payment details, and details about services provided. .

Can purchase any product through cash on delivery.

Logout: Customer must logout of the site after purchasing products.

Visitors Visiting the Site Can only visit the site without registration.

3. Purchase Manager:

Consulting with Administrator: Taking permission from the Administrator for the product to be purchased from vendor.

Product Stock Management: Responsible for managing stocks of each product items.

4. High-Resolution Photos

Gone are the days of posting one photo with a few bullet points and a price tag.

Shoppers want to see multiple angles and people using the product in different environments.

They want to be able to zoom in and get a feel for the product.

5. Special Offers

Red-store ecommerce sites are using special offers in their standard marketing practices via email, social, text, etc.

Next-level ecommerce sites take advantage of the prime real estate in the header section to promote special offers.

6. Wish Lists

Oh, how I love wish lists. One for fashion, one for books to read, one for holiday gift ideas.

Shop, save, and share!

Ecommerce sites that aren't using wish lists are leaving revenue on the virtual desktop table.

What's better than having customers bookmark items they want and will most likely buy in the future? That's just gold in the pocket. And a remarketing campaign dream.

Just take a note from Amazon.

7. Find-in-Store

Not all ecommerce sites have brick-and-mortar stores. However, those that do must have a find-in-store feature. Sometimes you don't want to wait for an item to ship. You want instant gratification. Shoppers are going online just to research and then complete the purchase in person. This is especially true for millennial, as they tend to research online before purchasing in a store. This makes it incredibly helpful to see which local stores have products in stock.

8. Return Policy

Return policies are an essential feature of Red-store ecommerce website.

Your return policy should be clearly visible and well-written or illustrated.

This is another trust-building feature of online selling. It reassures buyers that if they are unhappy or just need a different size, the brand is there for them.

8.4. Other Nonfunctional Requirements

8.4.1. Performance Requirements

The system shall accommodate high number of items and users without any fault.

Responses to view information shall take no longer than 4 seconds to appear on the screen.

8.4.2. Safety Requirements

System use shall not cause any harm to human users, means not damage user mental level.

8.4.3. Security Requirements

System will use secured database.

Normal users can just read information but they cannot edit or modify anything except their personal and some other information.

8.4.4. Software Quality Attributes

Following Non-Functional Requirements will be there in the insurance to the internet.

Secure access to consumer's confidential data. 24x7 availability. Better component design to get better performance at peak time. Nonfunctional Requirements define system properties and constraints. Various other Non-Functional Requirements are Security, Reliability, Maintainability, and Portability

8.4.5. Business Rules

In this system we are developing a huge business because we are involving vendors, clients or customers, admin. We are using in this system different kind of product re & branded product. The advantage here is if you have a problem of any product related return product, In the worst-case scenario, many product not proper suitable material poor. By now, many of these stores have established their own reputation. As a rule, before I consider shopping at any shop, I look for a toll-free number or e-mail address on the Web site.

8.5. Other Requirements

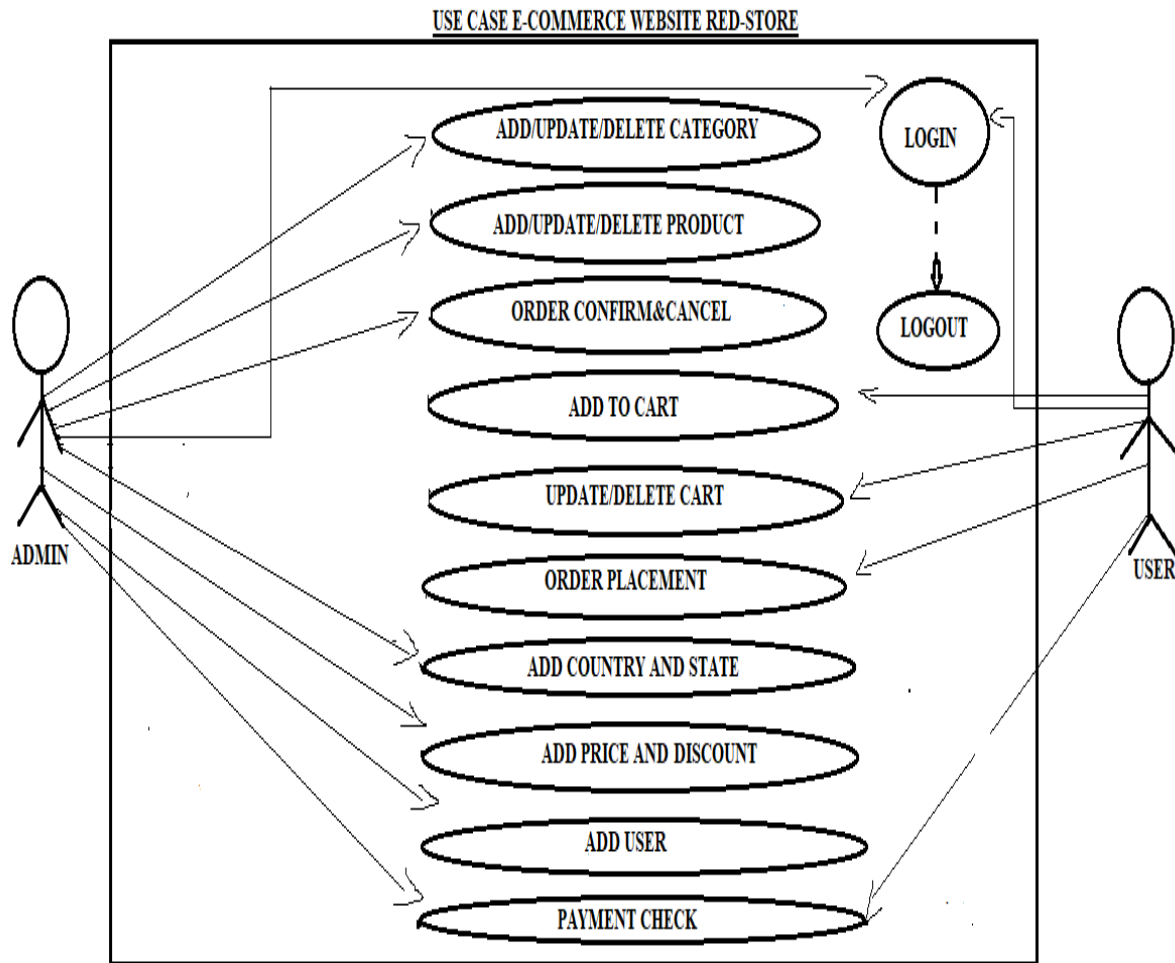
Error handling in red-store website shall handle expected and non-expected errors in ways that prevent loss in information and long downtime period.

Chapter 3

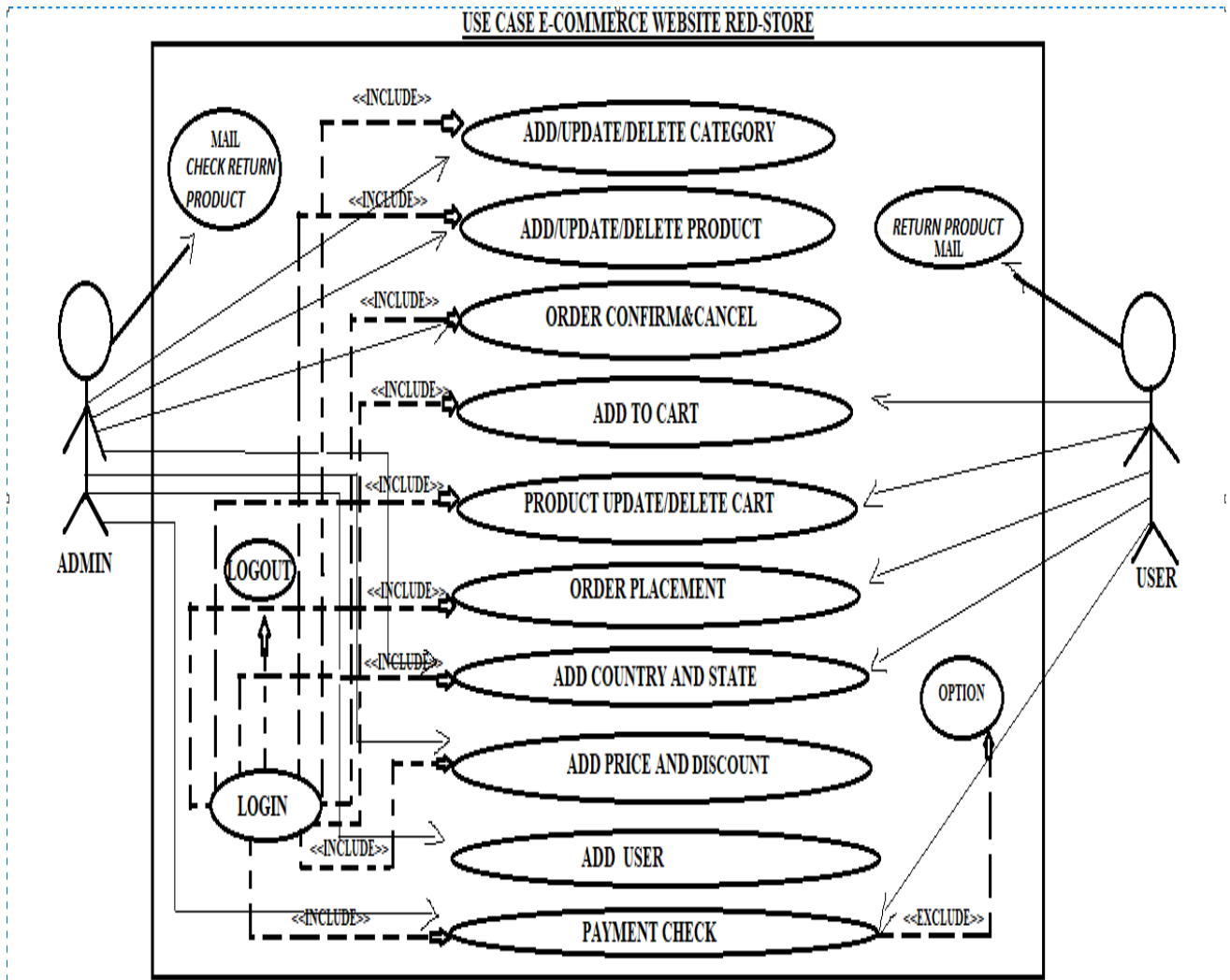
Use Case Analysis

Chapter 3:

3.1. Use Case Model



3.2. Fully Dressed Use Cases



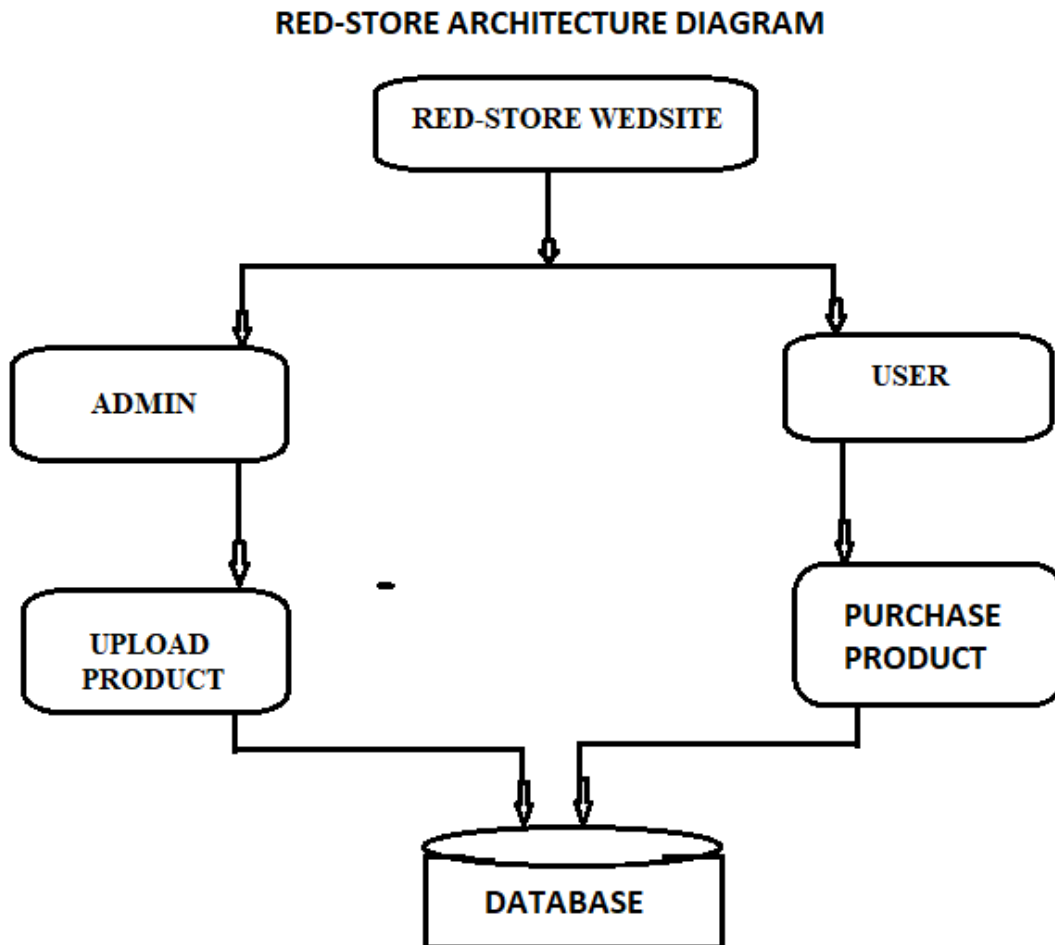
Chapter 4

System Design

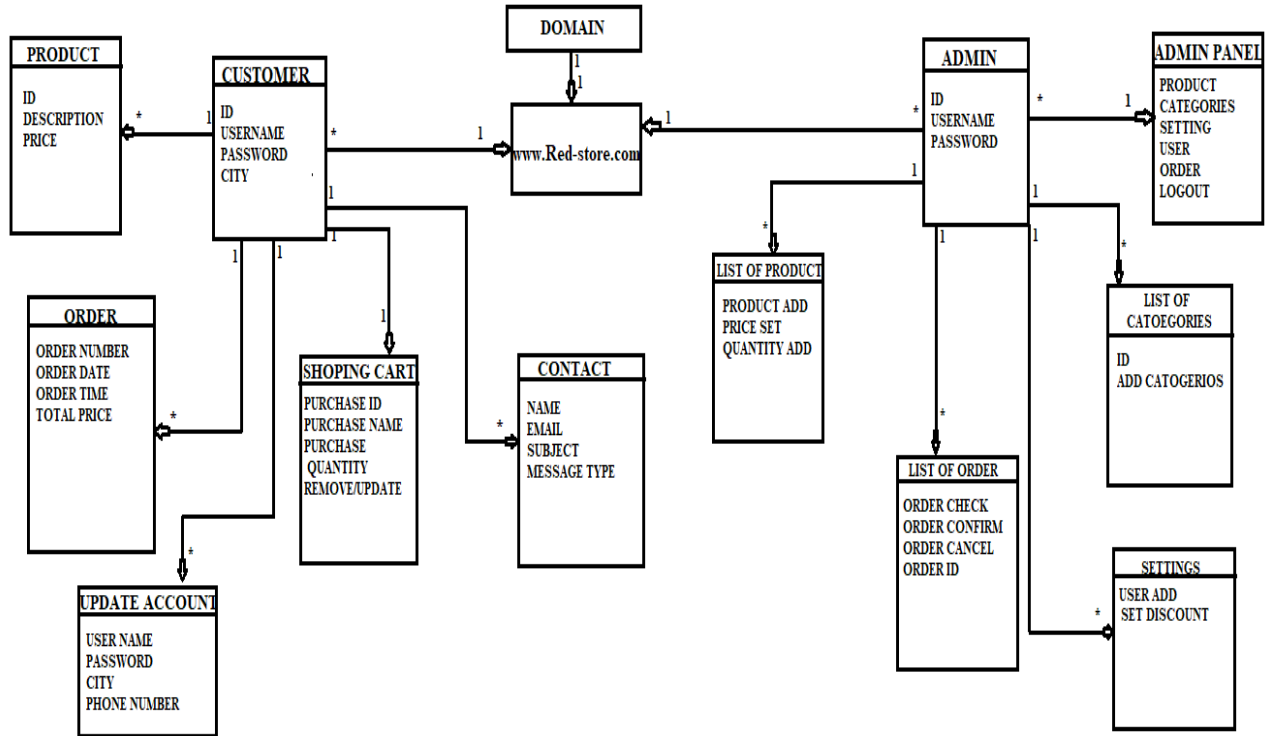
Chapter 4: System Design

This chapter defines the diagram related and proper structure of system of red-store website means Class diagram, Domain Model, Architecture Diagram etc.

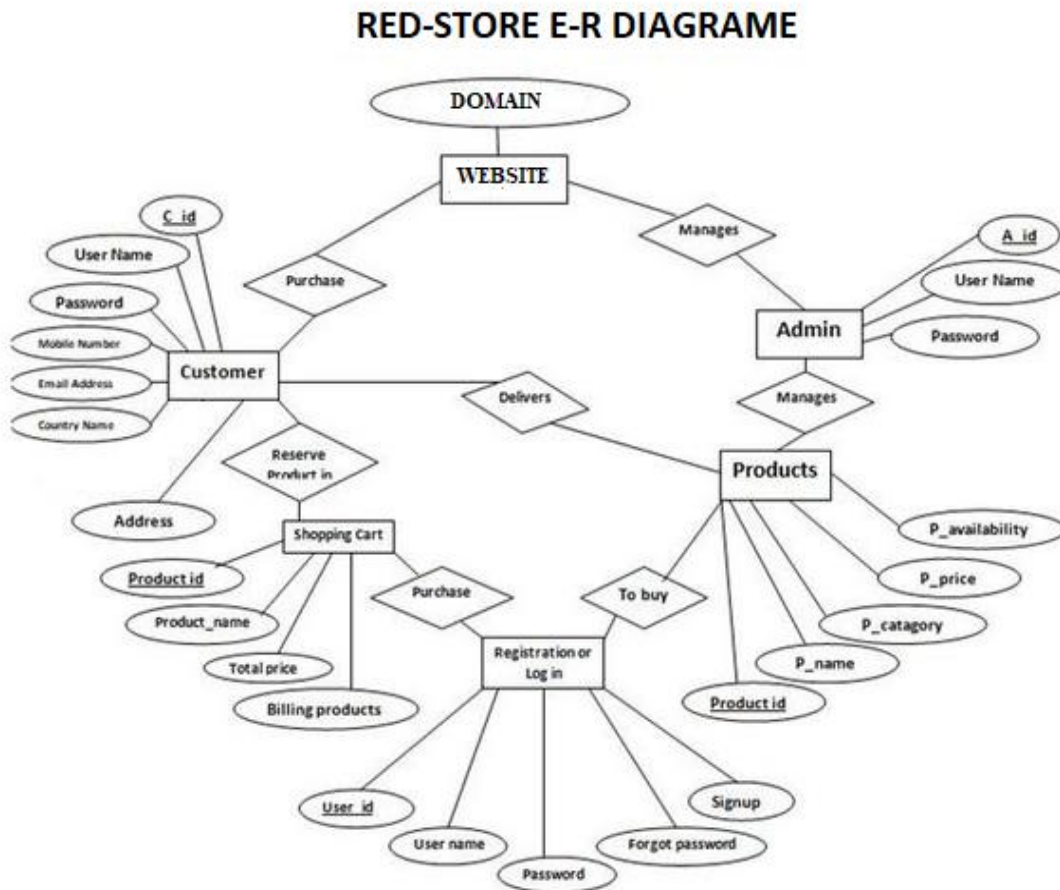
4.1. Architecture Diagram



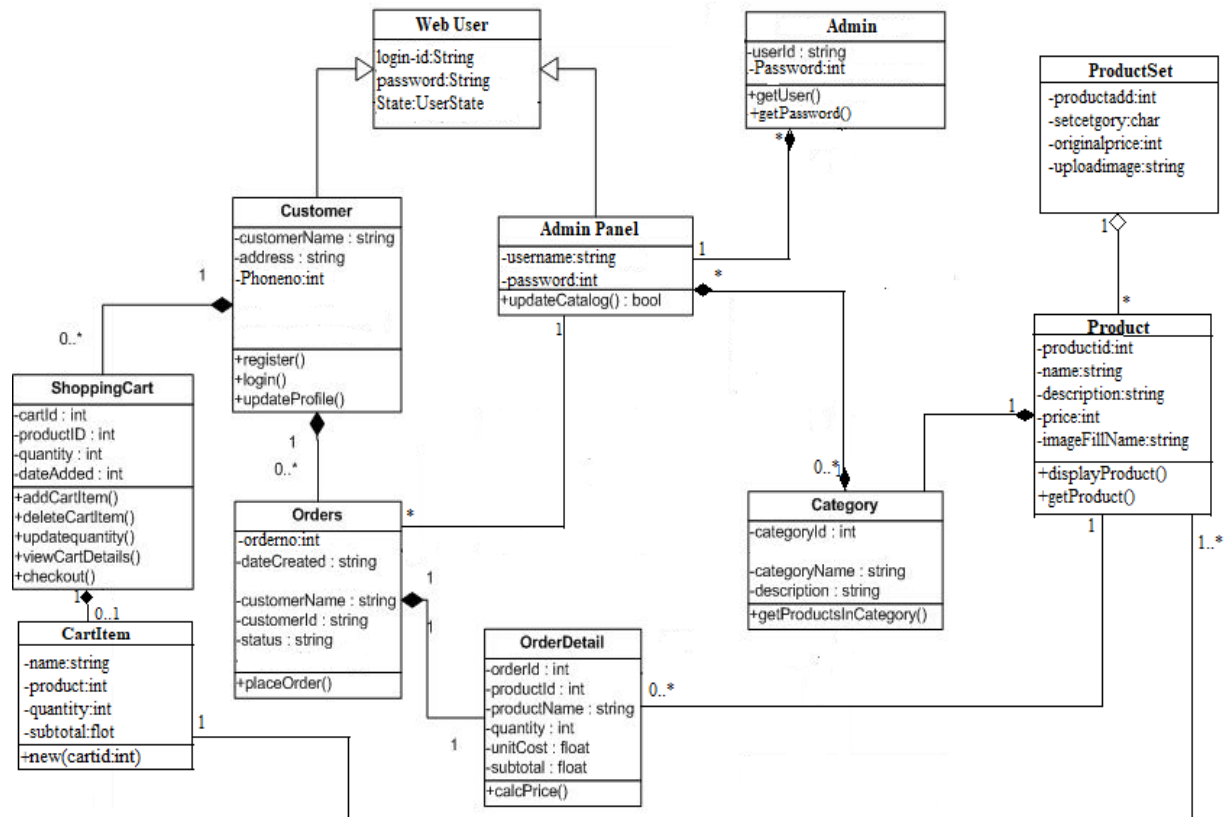
4.2. Domain Model



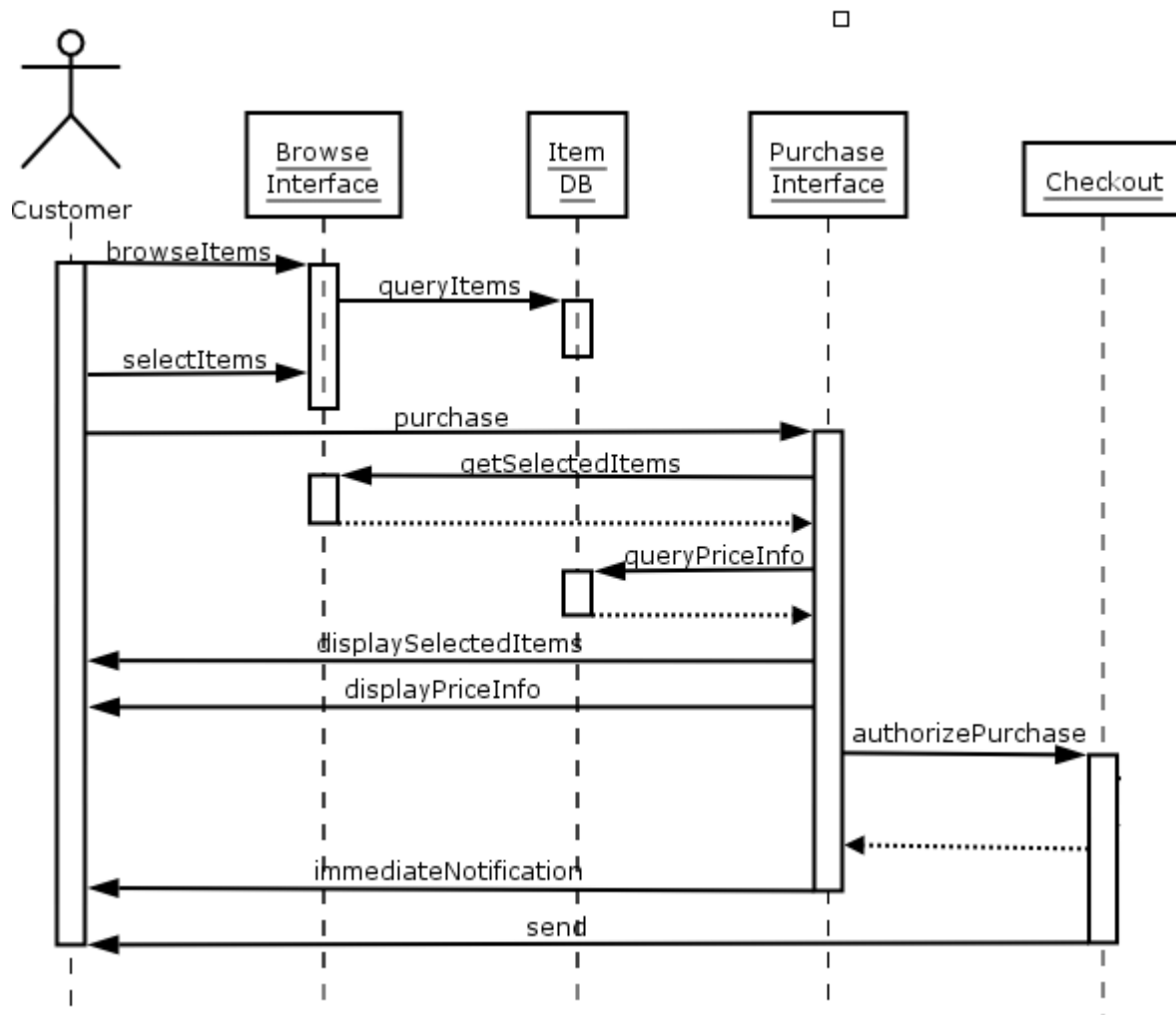
4.3. Entity Relationship Diagram with data dictionary

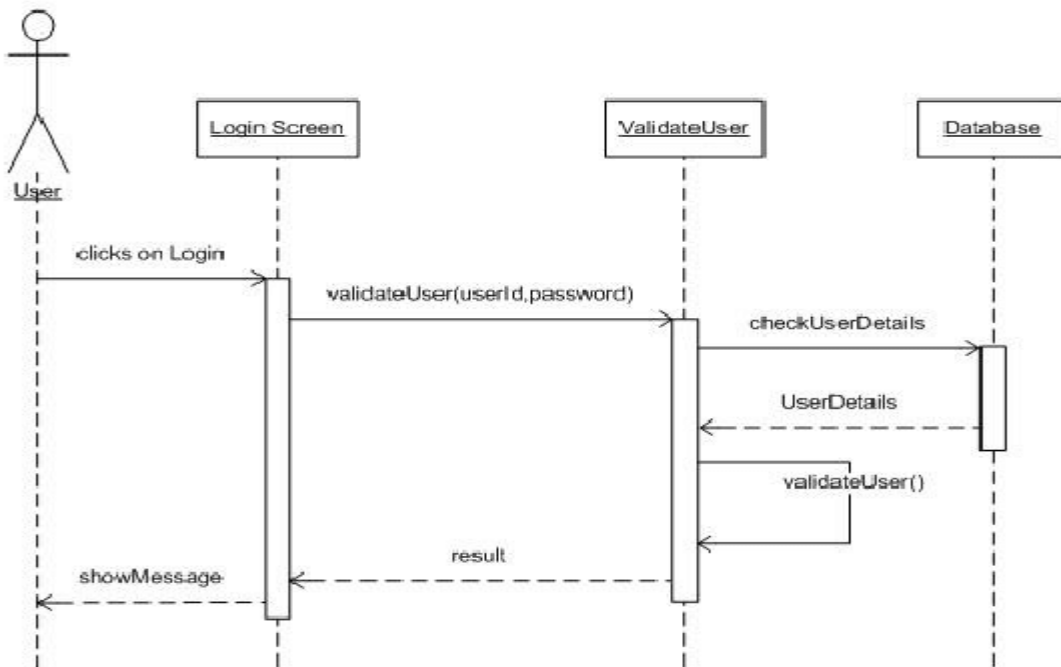
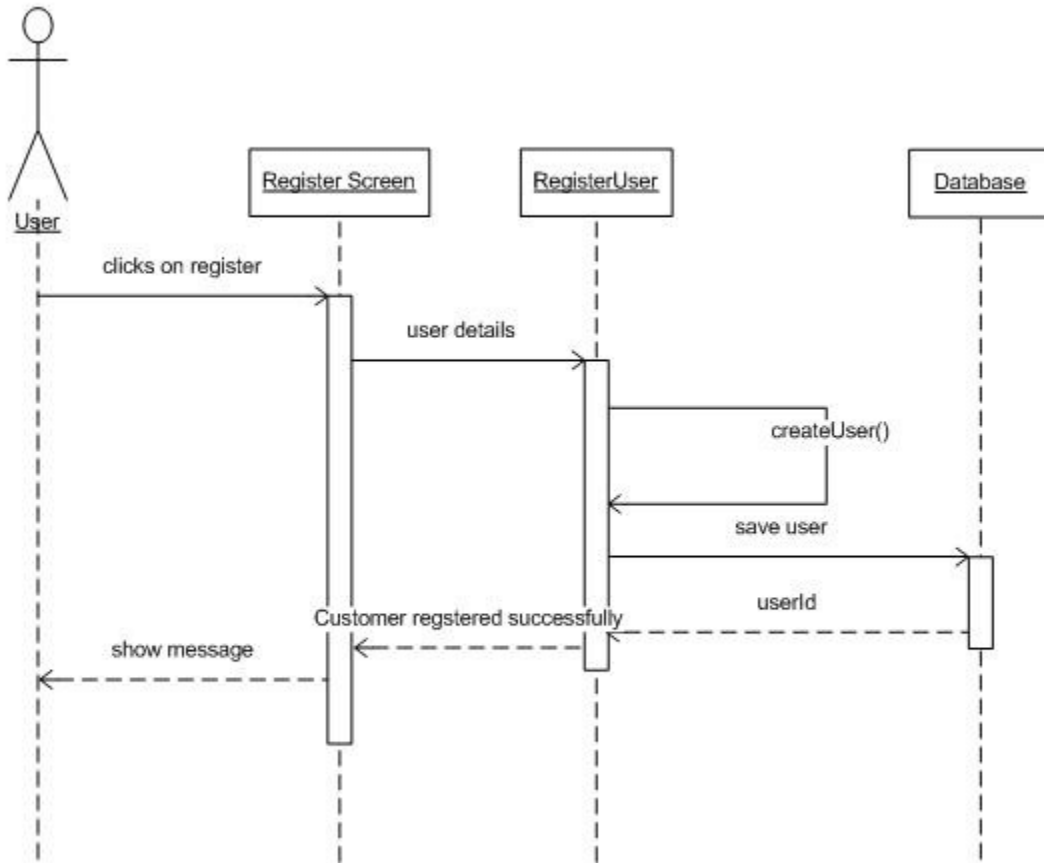


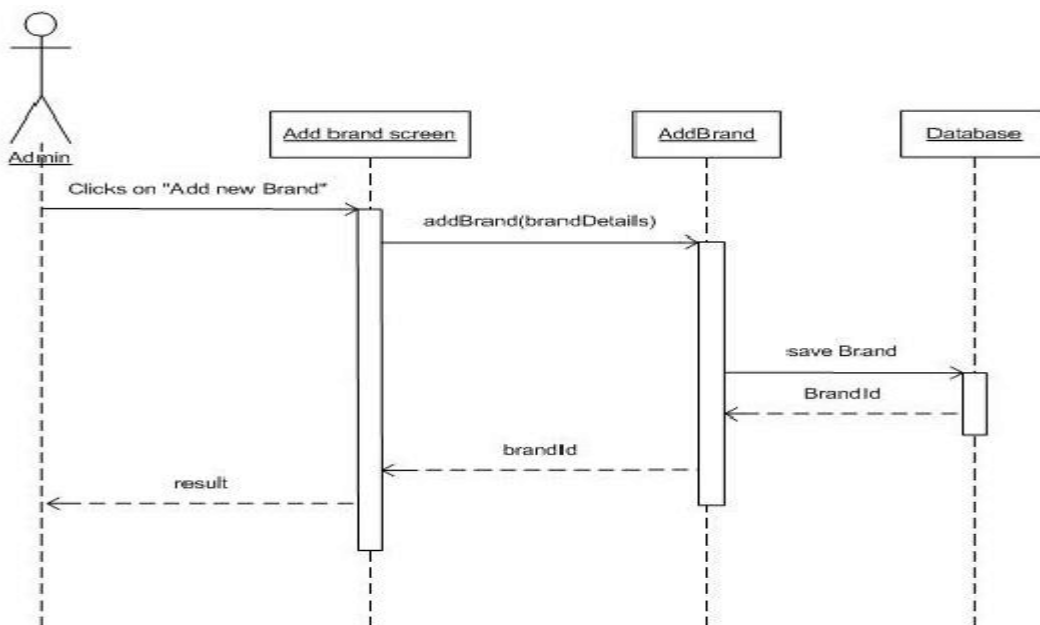
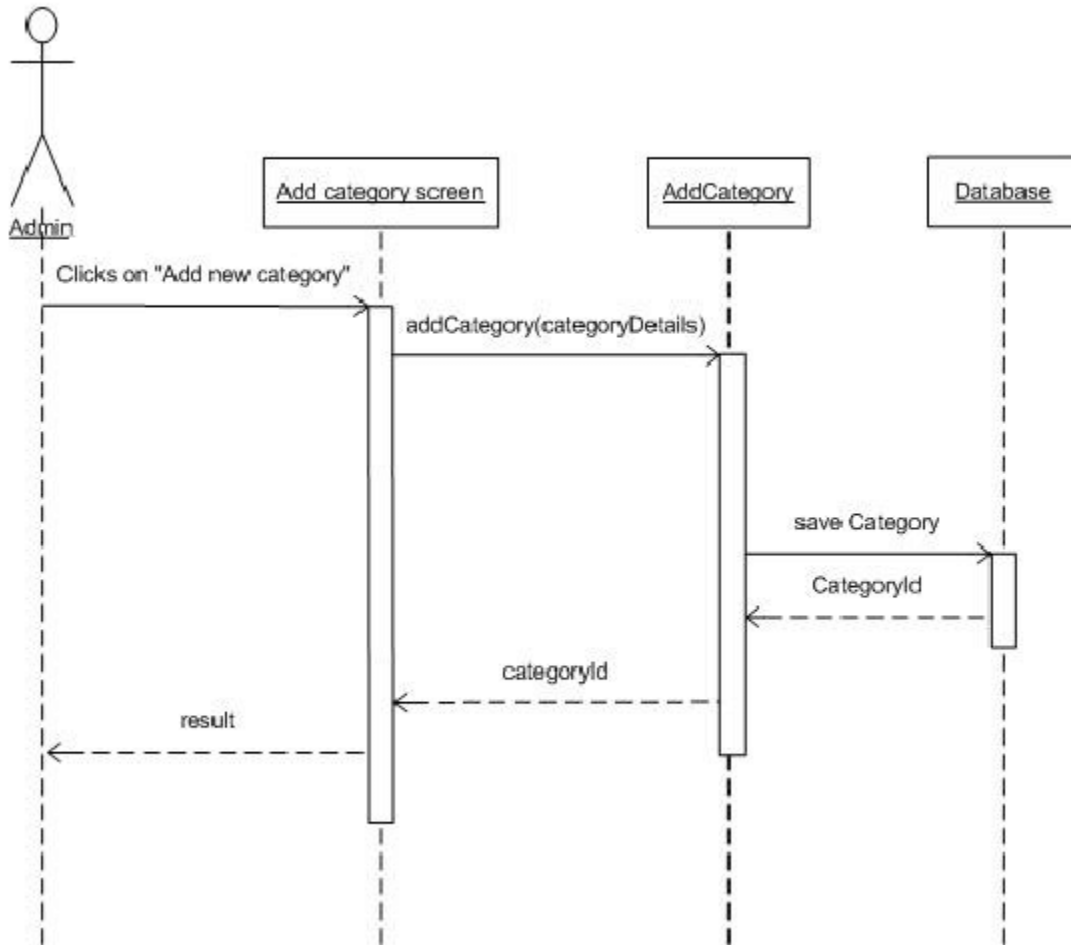
4.4. Class Diagram



4.5. Sequence / Collaboration Diagram







4.6. Operation contracts

1. Operation: Admin ();
2. Cross Reference: use case: Add Product
3. Pre-condition: None
4. A teacher instant "A" was created
5. A was associated Register, system
6. Attributes of A was utilization (true, false)
7. A is Admin = True

(2)

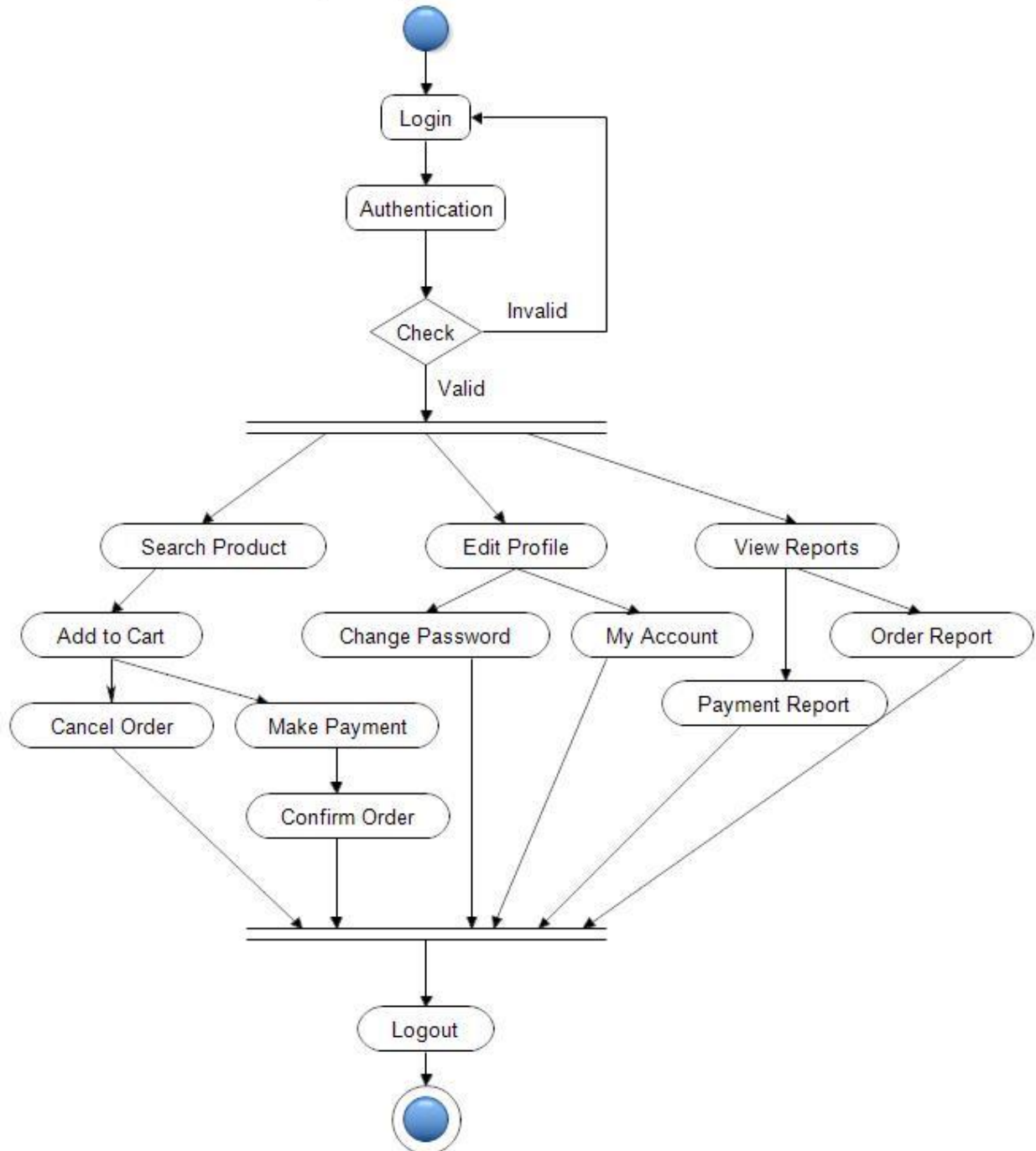
1. Operation: Customer ();
2. Cross Reference: use case: Purchase product
3. Pre-condition: None
4. A teacher instant "C" was created
5. A was associated Register, system
6. Attributes of C was utilization (true, false)
7. C is Customer = True

(3)

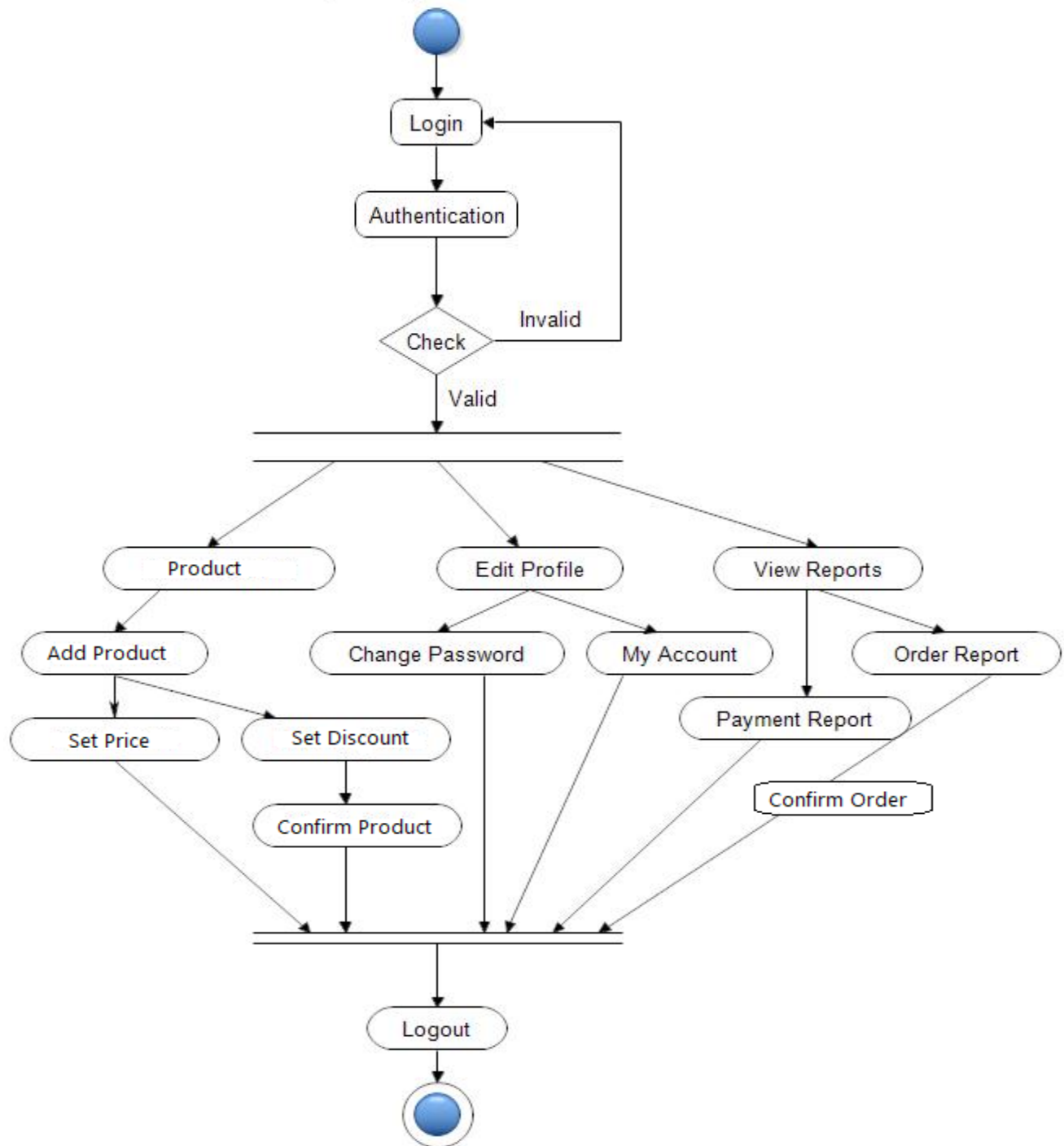
1. Operation: login();
2. Cross Reference: use case: login/logout
3. Pre-condition: None
4. A teacher instant "L" was created
5. L was associated Register, system
6. Attributes of L was utilization (true, false)
7. L is Login = True

4.7 Activity Diagram

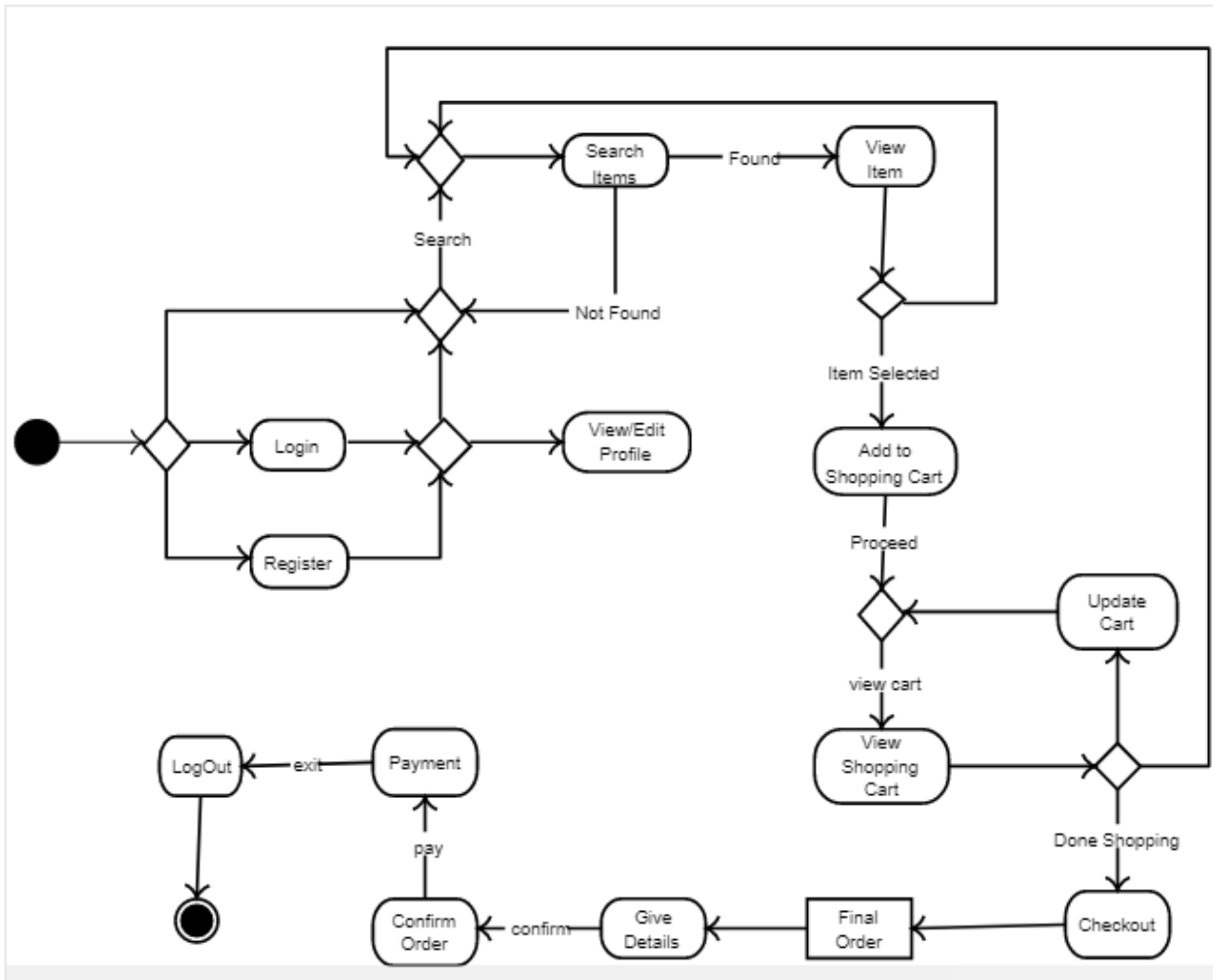
Activity Diagram for User Side



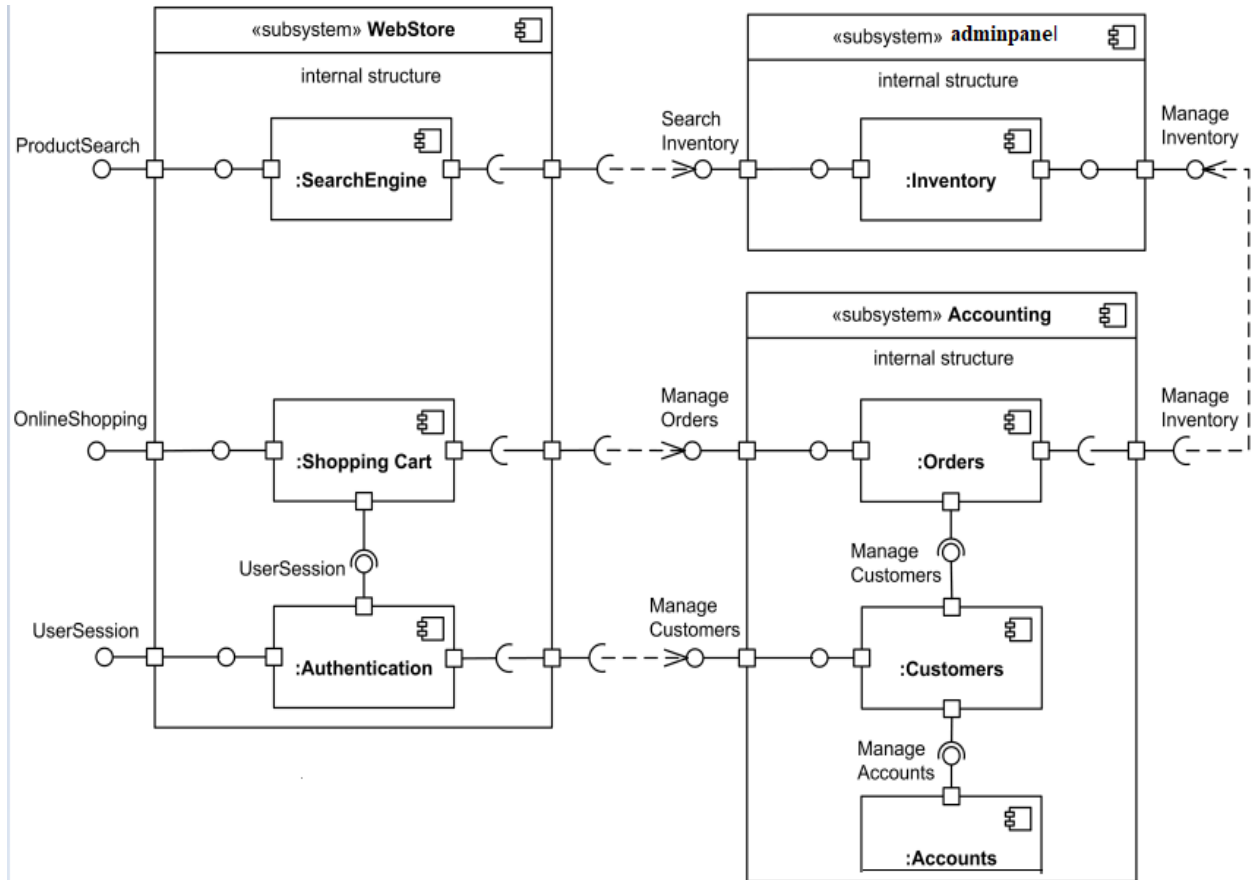
Activity Diagram for adminSide



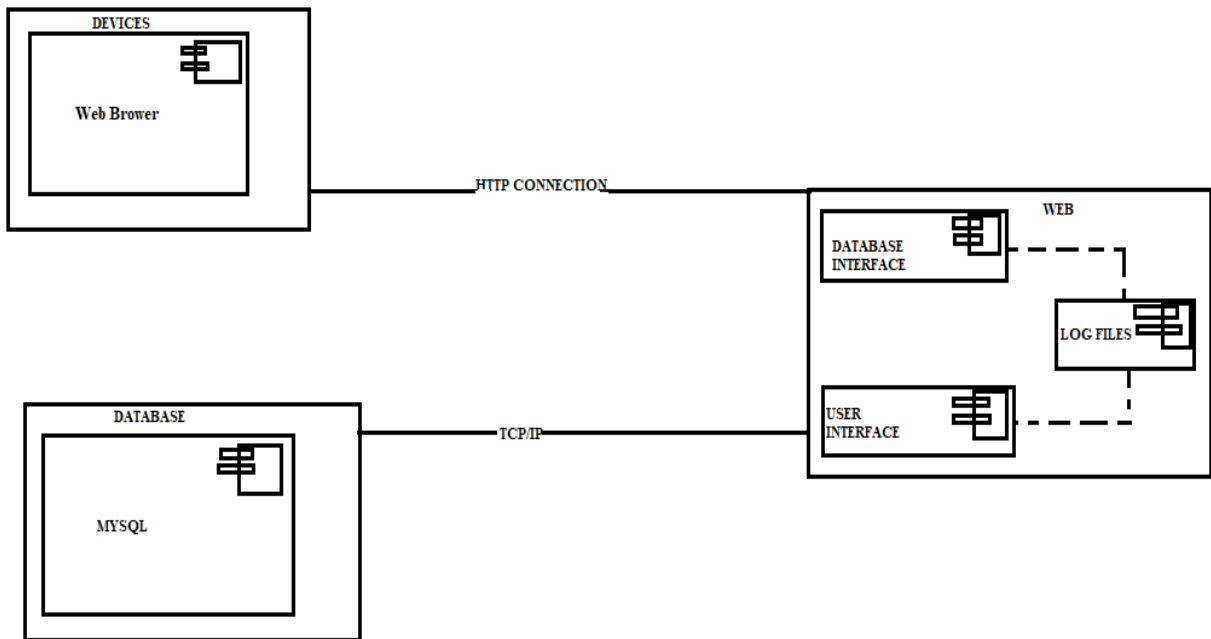
4.7. State Transition Diagram



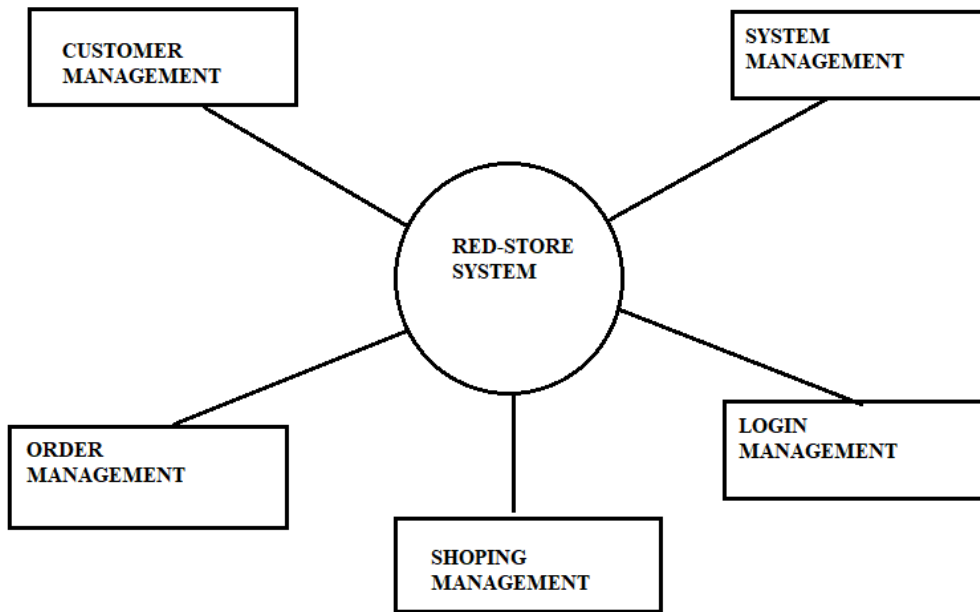
4.8. Component Diagram



4.9. Deployment Diagram



4.10. Data Flow diagram [only if structured approach is used - Level 0 and 1]



Chapter 5

Implementation

Chapter 5: Implementation

5.1. Components, Libraries, Web Services and stubs

Red-Store is very easy and reliable system for the users. If a customer wants to buy product or something he/she can easily use the system that we made called Red-store. Our website has a simple structured with different option. Every option has different functionality.

- 1) Customer can easy buy the product whatever it wants
- 2) 24-hr access
- 3) Variety

5.2. Tools and Techniques

We have completed this project using 4 languages for website, all front end and back end languages are being use in this project.

For Website

PHP:

In this project we have used PHP as a back end language and all the database and quires are working by using this language. This language will help the developer to make an application or software with the huge help of PHP. All the backup operations including storing and deleting data also an updating the record and searching, means all the previous operations we have discussed are done by PHP.

HTML:

This language is used as a front end in this project. This tool will help about the showing the data using tables and all other thing that are using in the radio frequency identification. This is basically the structure of the project. By using this language we creating structure of a particular project.

CSS:

This tool is also used in this project for the look of the project more attractive and better. Basically this tool is used for the designing and add more interactive and good looking and more attractive.

JAVASCRIPT:

There were some validations in this project so we have used java script for add the validations and rules and alerts. This language is used for the alerts and the validations in this project. The purpose is this tool is that the only valid data and all rules that we describe in this radio frequency identification must be followed.

5.3. Best Practices / Coding Standards

- 1) No coding repetitions
- 2) Function and classes are always commented showing expected input and output.

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