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e – Commerce Web Builder

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Abstract— Today's consumer is tech savvy and more informed than ever. Armed with smartphones providing instant web access, barcode scanners and shopping apps, customers in your store might be comparing prices online. Like it or not, the future of e-commerce is upon us. To stay competitive, retailers everywhere must rethink how their customers search and shop, combining new and effective strategies into their marketing mix. Ultimately, the technology is going to make things better for the future of doing businesses.

In this paper, we are proposing a system through which the website creation for commercial websites will get eased and in a budget – friendly and convenient way.

I. INTRODUCTION

e – Web Builder tools are proposed because of need of an affordable and convenient platform for commercial web stores creation. Today's local retailers are finding it complex and expensive to create their own web-stores and provide their services to consumers. Therefore, our system intends to provide easy to use and fully customizable templates in order to create commercial websites. The Templates will have attractive designs and will appeal to masses with their own customizable options. Cost effective web-store creation is the need of the hour, as the e-commerce is the future of trade and making it simple for both the retailers and consumers is needed.

Users may install and switch between different themes. Themes allow users to change the look and functionality of a website and they can be installed without altering the content or health of the site. Every website requires at least one theme to be present and every theme would be designed using structured PHP, valid HTML and Cascading Style Sheets (CSS). The PHP, HTML (HyperText Markup Language) and CSS code found in themes can be added to or edited for providing advanced features.

Client first will have to choose the theme they like to create their website on which, and they can try their template from the catalogue. After trying the template, if they wish to continue, they will need to buy the templates. Payment gateways would also be provided to the clients for their online payment options. Clients will need to buy their own domain names for their web-stores.

Hence the clients with not much knowledge of web development will also be able to create their web-stores with ease and make things simple for e – commerce.

II. GOALS OR OBJECTIVES

- To provide a platform for local retail stores to go online and provide their services
- Providing easy and fully customizable templates for website to clients
- To provide templates and other website creation tools at reasonable cost
- Exclusively for creation of commercial websites

III. LITERATURE SURVEY

- 1) *Flipkart*: Flipkart is an e-commerce marketplace unicorn company currently working in India and managing a vast portfolio of products. With such vast variety of products, their catalogue management is good and capable of managing great traffic. Hence, we intend to create themes having excellent catalogue management.
- 2) *Squarespace*: Squarespace is a SaaS-based content management system-integrated website builder, blogging platform and hosting service. The system allows individuals and businesses to create and maintain websites and blogs. The services are only available bundled; they are not available separately. Hosting by Squarespace is mandatory; individuals and businesses cannot host their own Squarespace sites.
- 3) *Wix.com*: Wix.com is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of their online drag and drop tools. Users may add functionalities such as social plug-ins, e-commerce, contact forms, e-mail marketing, and community forums to their web sites using a variety of Wix-developed and third-party applications.
- 4) *Wordpress Themes*: WordPress has a web template system using a template processor. WordPress users may install and switch between different themes. Themes allow users to change the look and functionality of a WordPress website and they can be installed without altering the content or health of the site. Every WordPress website requires at least one theme to be present and every theme should be designed using WordPress standards with structured PHP, valid HTML and Cascading Style Sheets (CSS).
- 5) *Amazon.com*: Amazon allows users to submit reviews to the web page of each product. Reviewers must rate the product on a rating scale from one to five stars. Amazon provides a badging option for reviewers which indicate the real name of the reviewer (based on confirmation of a credit card account) or which indicate that the reviewer is one of the top reviewers by popularity. Customers may comment or vote on the reviews, indicating whether they found a review helpful to them. If a review is given enough "helpful" hits, it appears on the front page of the product.

IV. SYSTEM DESIGN

A. *Flow – Chart:* A flow-chart representing on how the things will work from different users point of view

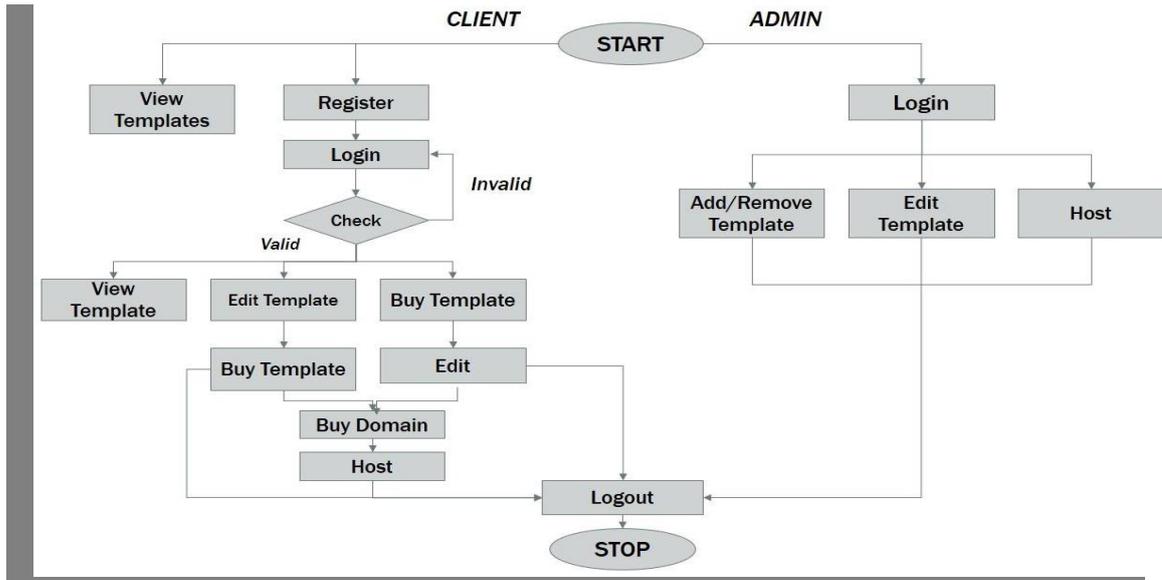


Fig. 1, Flow- Chart of System

B. *Use-Case Diagram:* A use case diagram is representing of different users’ interaction with the system. A use case diagram identifying the different types of users of a system and the different use cases and are accompanied by other types of diagrams as well.

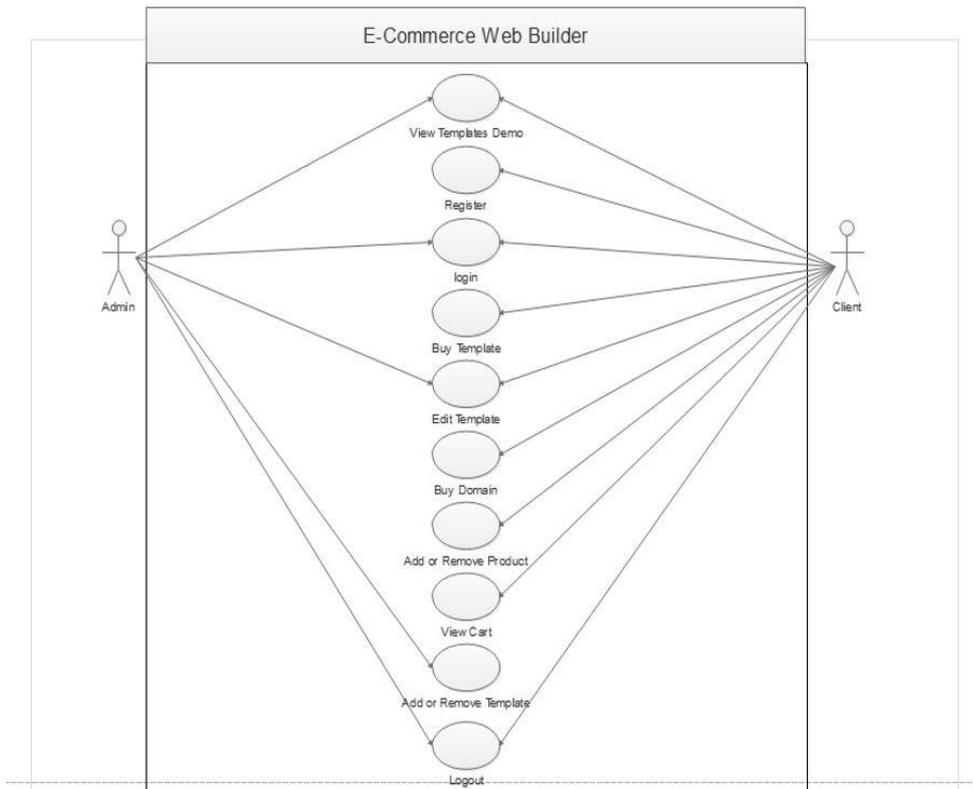


Fig. 2, Use-Case Diagram of System

V. CONCLUSIONS

The Survey helps in building the system for building e-commerce websites. It also focuses on the providing the customizable templates at affordable prices for keeping the maintenance costs low. With this study, we have proposed efficient *e* – Commerce Web Builder tools. Hence the tools provide templates for creation of websites, allows them to customize with a dedicated dashboard and a payment gateway. The proposed system, will have themes for trial use first which will benefit to those who are not sure about their websites.

Thus here by we conclude that the proposed system removes all the drawbacks of existing systems and provides easily customizable templates for creation of commercial websites at affordable rates.

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