

sirindia.com

Introduction:

A case study of online supermarket for purchase of goods, order fulfillment, online payment and customer community site based in India.

Sirindia.com is an online shopping portal where customer can purchase products of their choice. It is a virtual supermarket that enables the customer to buy merchandise across a wide range of product categories. In this portal customers can shop very comfortably, efficiently and very quickly.

The Problem:

Sirindia.com needs to be developed as virtual web store for Indian customers. It is an online ecommerce web portal, selling various types of products for convenience of customers residing all over in India to increase their customer strength and popularity. Customers should visit this site and place an order for purchasing the products.

The Solution:

This site has been designed with user friendly navigation and presentation to give unique experience of online purchase to customers. Customer has to register the form providing their personal detail for first time of shopping. The existing customer can purchase products by login at site. Customer can select products from the category list and can make an order. Sirindia provides following solutions:

1) Secure Shopping Guarantee:

Shopping online at Sirindia is statistically safer than traditional credit card transaction because the information is immediately encrypted into a scrambled message that can only be decrypted by an authorized computer. Sirindia's servers employ the latest version of Secure Socket Layer Technology (SSL), an encryption technology that works with the popular Netscape Navigator, Microsoft Internet Explorer and AOL Web browsers, to encrypt your information

2) Variety of Easily Payment Option:

Sirindia.com offers customers a variety of convenient payment options to choose from, so that they can buy products/items at Sirindia.com quite easily, conveniently and in a safe-secure manner. At Sirindia.com following payment options are accepted:

- a) Credit Cards**
- b) Debit Cards**
- c) Net Banking : Direct Debit to Bank accounts**
- d) Cash on Delivery(COD)**
- e) In-store Payment Options**
- f) Payment By Cheque or Demand Draft**
- g) Payment by ATM Drop Box**

3) Easy to Browse:



It is very much easy to browse the site and to get the right product as per customer's requirement. The site is designed in a very simple way so that customer will never be confused or puzzled to find out their willing products.

Technology Used:

Software/Tool:

- ASP
- mySQL

Platform:

Windows

This web application uses N-tier client/server architecture. N-Tier architecture produces a far more flexible and scalable client/server environment. In this model, both the presentation layer and the middle layer are handled by the client. N-Tier architecture has a presentation layer and three separate layers - a business logic layer, a data access logic layer and a database layer. ASP was used for developing this application. mySQL was used as DBMS The following section discusses each of these layers in detail.

- **Presentation Layer:** This is a front-end component, which is responsible for providing portable presentation logic. Since the client is freed of application layer tasks, which eliminates the need for powerful client technology. The presentation logic layer consists of standard ASPT web forms, ASP pages and documents. This layer works with the results/output of the business logic layer and transforms the results into something usable and readable by the end user.
- **Business Logic Layer:** Allows users to share and control business logic by isolating it from the other layers of the application. The business layer functions between the presentation layer and data access logic layers, sending the client's data requests to the database layer through the data access layer.
- **Data Access Logic Layer:** Provides access to the database by executing a set of SQL statements or stored procedures. This is where we write generic methods to interface with data. For example, we write a method for creating and opening a SqlConnection object, create a SqlCommand object for executing a stored procedure, etc. As the name suggests, the data access logic layer contains no business rules or data manipulation/transformation logic. It is extensible interface to the database, and the client plan on migrating to either mySQL or Oracle when the user base grows.
- **Database Layer:** Made up of a RDBMS database component such as mySQL that provides the mechanism to store and retrieve data. The customer has plans to explore using mySQL or Oracle.



Benefits:

- 1) A greater number of online retailers now have the technology which lets their customers monitor the goods they have ordered with greater ease. Those buyers can use a company's online Global Positioning System (GPS) tracking service to check on the location of their goods via the company's online store. This service offers customers added convenience as it eliminates the need for buyers to have to contact the company directly.
- 2) Shopping online is statistically safer than using credit card at a restaurant or department store.
- 3) Online shopping allows the customer from around the world to gain more information about a company and its products.
- 4) Online shopping is very much comfortable, time saving and efficient.
- 5) Customers often have more trouble accessing built shopping centers because transport is usually not as readily available to them. This service has begun to realize the convenience of shopping at home.