

Magnify- An E-commerce solution

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Declaration of Candidates

This is to certify that the work presented in this project is the outcome of the analysis and investigation carried out by the candidates under the supervision of A.B.M Ashikur Rahman in the Department of Computer Science and Engineering (CSE), IUT, Dhaka, Bangladesh. It is also declared that neither of this project nor an part of this project has been submitted anywhere else for any degree or diploma. Information derived from the published and unpublished work of others has been acknowledged in the text and a list of references is given.

(Signature of Candidate)

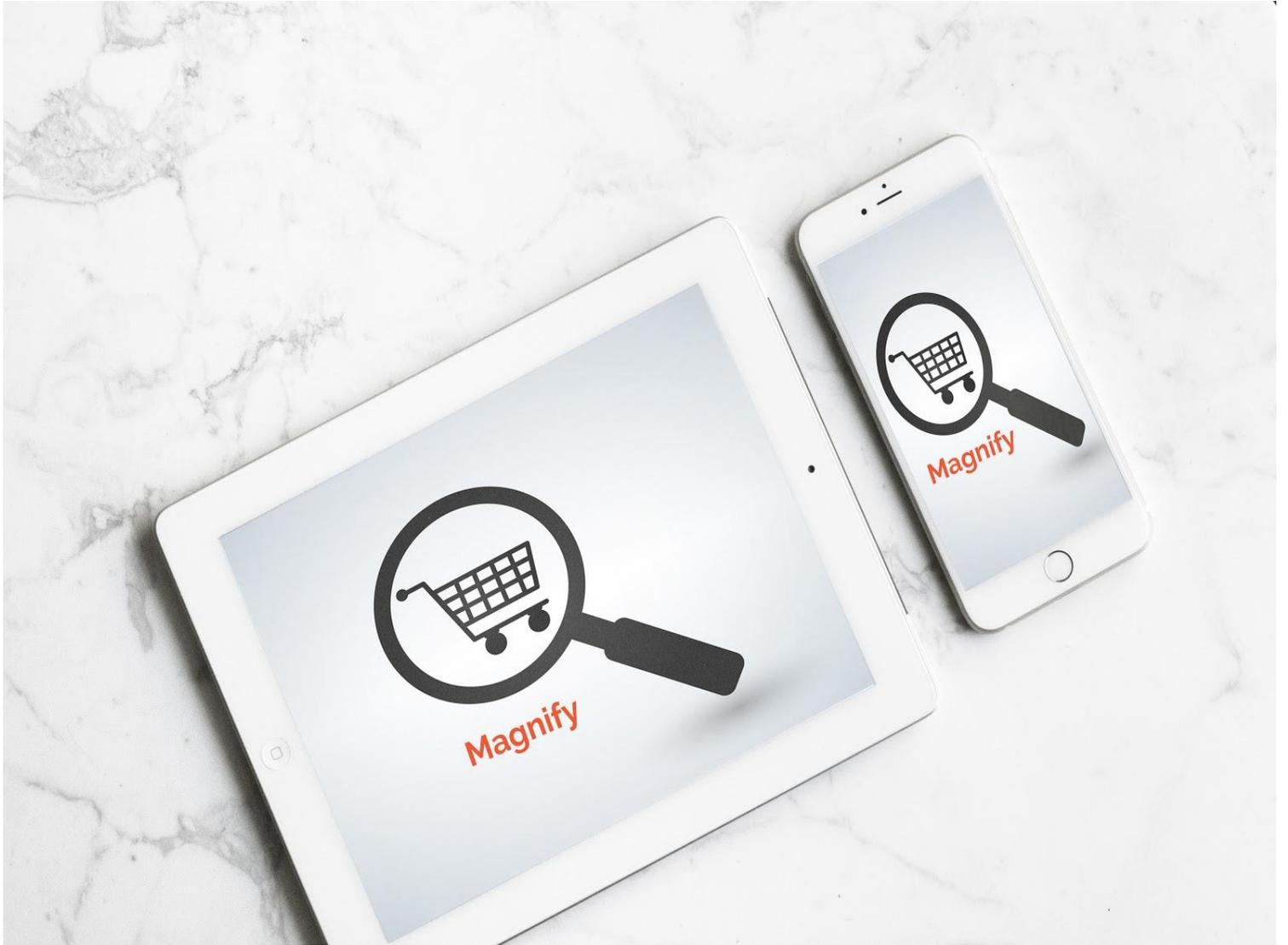
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1. Abstract

Magnify an interactive e-commerce platform which is

- Solely build for product showcase (Not Social media of course!)
- Authentic users and stores with actual products
- Both end interactive support
- Original product, actual payment method with reviews and feedback services
- Easy payment method and online shopping card integrated
- Quick delivery process and service system
- Attractive bonus and promo code service
- User and store profile system
- Store details with geo location, contact info, specialty, inbox service, open-close hour details, specialty
- Easy delivery process with targeted customer based promotional services (Push notification, Email, SMS), event promotion, and store feature and product feature facilities.
- Intergrade Promotion service and advertisement method.

2. Introduction

We have chosen to work with an e-commerce platform– Magnify, which will help the users to buy or explore services or products (initially clothing) but gradually foods, cosmetics and footwear, electronics industry and stores can upload their products in details for sale. Mainly It will be a B2C platform which cares about the quality of service not the quantity of it. Web or mobile based e-commerce platform is very common in our country but product authenticity is highly lacked in each one or delivery process, payment method is not easy. Our aim is to create an interactive platform where user and stores will have a direct understanding about their product and can buy a product with proper verification. Here we have focused the quality mainly and our platform will work as a bridge between users and stores.. Instead to wasting time on choosing and comparing going store to store, here with our platform it can be done anytime from anywhere and just with an profile anyone can order what they want and even can give trail if needed and pay through card or cash.

3. Motivation

Being tech-enthusiast person it hurts us to see no proper e-commerce platform from where people can buy products without any doubt and can pay without hesitation where else all over the world this is the biggest trending market. In our country we have (www.daraz.com , www.bikroy.com , www.ekhanei.com but the main problem with them is that they still couldn't win the heart of the customers properly as well as the brands. So a platform which can bring all the brands and shops with their products and users can buy product without hesitation and confusion is the prime target our project- Magnify. Which initially will cover the clothing industry and gradually the other possible industry like footwear, food, electrical etc and now a days most of our customer based is aware of the internet services and able to use apps and web platform easily so it's really great to provide them with a quality service and it will help the both end.

4. Interview of user

An information-gathering interview is a directed conversation with a specific purpose that uses a question-and-answer format. Interviews reveal information about the opinion and feelings of the interviewee, goals of the project and key concerns for Human Computer Interaction (HCI).

To know about the existing e-commerce websites, we sought help from P, who is a regular e-commerce website user. The interview went like this:

(Interviewer name: Gaulib Haider, BBA- 11th Semester (North South University)

Contact Number: +8801730715006)

Interviewer: Have you used any e-commerce system for buying items? And can we know which e-commerce website?

P: Yes. I have used many e-commerce websites like: Daraz, Bikroy.com, etc.

Interviewer: Can you tell us about the experience?

P: It was mix experiences when it comes about e-commerce dealings. If I say about good ones then what first comes in mind that you can get your desired items sitting in your computer. You can pay on delivery after receiving the item. Moreover, you can ask for replacement if needed.

Interviewer: The bad ones?

P: But as a coin has two sides dealing with e-commerce websites has some negative parts too. My first bad experience was seeing one quality product in the website and getting totally poor quality one. So, quality assurance is never assured. Moreover, you cannot compare with other products all the time.

Interviewer: What you expect from a proper e-commerce website?

P: First of all, the website should be secured as you are giving your personal information. Then, it should be fast means the transaction should not take much time. It should be available 24/7. Easy purchasing and it should have some discounts on the products (Laughs out loud).

Interviewer: What is your thought on the importance of the interface?

P: Obviously, interface is the most important thing. A website can have good quality products but if its interface is not good then the customers or consumers don't feel any interest on the website.

Interviewer: You'd be happy to know that we are also trying to develop a website where people can get all information of the existing company's product and buy those products through our website. So the user can compare between all the products. Suppose in case of clothing you can products of Sailors, Aarong, Infinity, Richman, etc. will be there and user can choose among them. Do you have any suggestion for us?

P: Wow! That's amazing! If it is available 24/7 then that is great as we don't have to worry of the closing time of the shops. There should be the option of home delivery and on delivery payment system.

Interviewer: Sure. Thank you for spending your valuable time for us. Would you like to add something?

P: Thanks to you guys for your approach. And best of luck for your website.

The interview revealed a lot of information about the current e-commerce websites and set the direction from a user side in which we should look forward to in developing a new one. The interviewee seemed really concerned about the drawbacks of the existing e-commerce websites. He pointed out were also faced by many users and has been a long standing complain. What concerned us most that how people still use these websites facing the problems? It will be a tough nut to crack while developing a proper e-commerce site. We wish to contact any person related to any of the popular e-commerce sites and ask them for their solutions in this concern. We hope that we might get the chance to take a look at the whole system before developing our own.

5. Interview someone related with popular e-commerce website

After interviewing a regular user of e-commerce websites we went to interview someone closely related to a popular e-commerce website. To know about the existing e-commerce websites, we sought help from Munawar Mohmood Chowdhury, Senior Manager, Marketing and Partnership, Daraz Bangladesh. Contact Number: +8801630693494) the interview went like this:

Interviewer: We would like to know which kinds of products Daraz deal with.

MMC: In Daraz we usually deal with Clothing, Gadgets and Appliances, Home and living products, Sports and travel products, Beauty products, Kids product, Grocer shops and other things too.

Interviewer: From where all the product comes from?

MMC: We don't have our own production. We show products of different shops from whole over Bangladesh. They update their own product. When a customer orders a product we collect the product from the shop and then deliver them to the customer.

Interviewer: What is the delivery process?

MMC: Delivery process is divided into two parts. One is inside Dhaka and another is outside Dhaka. Inside Dhaka we use home delivery process. The delivery order is placed then we deliver the product to the desired address take the payment on delivery. In case of outside Dhaka the payment is collected first through Bkash or any other payment system and then the product is sent to the desired item through courier.

Interviewer: What is the expected time duration of the delivery?

MMC: Inside Dhaka, the maximum delivery duration is 2-3 days from the date the order is placed. And outside Dhaka the maximum delivery duration is 7 days from the date the payment is done.

Interviewer: What about the product authenticity?

MMC: Mainly after the customer order a product we take the product from the shop and do not open the wrapped product given by the shop till delivery. So, there is a authenticity gap and the shop is responsible for the damage or bad product. But we

do take objection and complains on any order. Measuring the complain we give the customer replacement opportunity.

Interviewer: Why don't you check the product wrapped by the shop at the first place?

MMC: It's because of the security issue. We do not take any risk of checking any product because most of the customers want intact product which is not used before.

Interviewer: What kind of problems do you face?

MMC: One of the main problem we face is identity fraud. Sometime some guest user place order using false address. So, when the order is delivered we get no one to receive the order. So we have to take back the product and delivery cost, time is our loss.

Some other problems are when a bad product is delivered the customer sends back the product. And at that time the total delivery cost is bear by us. And sometimes suppose a shop gives a warranty or replacement duration of 7 days. So when the product is delivered outside Dhaka it takes more then 7 days to deliver and get the item back. Within that time the replacement opportunity is over and we have to take that risk.

Interviewer: What measures do you take in these circumstances?

MMC: Actually we are still working on the solution. Hope these problems will be resolved soon.

Interviewer: You'd be happy to know that we are also trying to develop a e-commerce website like yours. Do you have any suggestion for us?

MMC: Wow! That's amazing! I feel proud to see our young programmers take the initiative to develop a complicated system like that. My first and foremost advice would be that, you must not give up at any phase, no matter how tough the situation looks,

Be patient. Eventually you'll come up with a solution for sure.

Interviewer: Thank you for spending your valuable time for us. Would you like to add something?

MMC: Thanks to you guys for your approach. I'd be glad to help you to develop the System.

6. Drawbacks of Current System

SECURITY ISSUES:

When making an online purchase, you have to provide at least your credit card information and mailing address. In many cases, e-commerce websites can harvest other information about your online behavior and preferences. It could lead to credit card fraud, or worse, identity theft.

LACK OF PRIVACY:

Many websites do not have high encryption for secure online transaction or to protect online identity. Some websites illegally collect statistics on consumers without their permission. Lack of privacy discourages people to use internet for conducting commercial transactions.

LACK OF TRUST:

People fear to operate in a paperless and faceless electronic world. Some of the business organizations do not have physical existence, People do not know with whom they are conducting commercial transactions. This aspect makes people to opt physical stores for purchases.

NOT UPDATING THE LACKS REGULARLY:

Maximum of the website lacks regular update of the problems in the website. So, the customers face similar problems day after day which results in losing customers.

LESS OPPORTUNITY OF COMPARISON:

Finding the best products through e-commerce websites is really tough as there is less opportunity to compare among several products.

LACKING OF PROPER FEEDBACK SYSTEM:

Most of the e-commerce websites lack proper feedback system. If a customer has a question in store a salesperson is on the floor ready to answer them. However, of

the ecommerce disadvantages is that most businesses delay responding to customer inquiries. The reality is most customers expect a response from a business within the hour on social media. If you delay in responding to their message, they can become angry and shop somewhere else instead. You need to be online 24/7. That lacks in now-a-days e-commerce websites.

· PRODUCT AUTHENTICITY:

When getting an ordered product after delivery there is no assured that the product is perfect. Sometimes it happens that wrong product or damaged product arrives, which creates lots of trouble for both the customer and provider as the customer feels dissatisfaction and the provider has to do over the delivery process.

· DELAY OF DELIVERY: Most of the e-commerce websites advertise products from different shops. When a customer chooses a product, the website buys the product from the merchant and then delivers that to the customer. It takes a lot of time to managing and delivering the product. Suppose, a customer a product which belongs to a shop which is around two kilometers away from the customer, the e-commerce websites still take days for delivery. Exceptions are the food delivery websites.

· NO TRACKING SYSTEM: After ordering a product a customer remains unaware of the status of the product delivery. So, the customer has to wait until he/she gets a call from the delivery man. But during that time the customer don't have any idea that either his/her product is coming or not, he/she has to just wait and keep faith on the website.

7. Opportunities

- SECURED WEBSITE:

Our payment gateway will be secured with SSL (Secured Socket Layer) and HTTPS (Secured Hyper Text Transfer Protocol). So there is no chance of harvesting other information about your online behavior and preferences. It could prevent credit card fraud, or worse, identity theft.

- ASSURING BETTER PRIVACY POLICY:

Due to SSL (Secured Socket Layer) and HTTPS (Hyper Text Transfer Protocol Secured) we will be able to ensure better privacy policy so that consumer don't have to face any negative experience.

- TRUSTWORTHY:

We will build a trustworthy website as we will have a personal office to make sure the customer can make visual contact any time they need. Moreover, the shops in our websites will have their authorized showrooms and the information about the shops will also give in the website including their outlet address and contact numbers.

- UP-TO-DATE WEBSITE:

We will keep a review section in our website where the users will give there review and it will be monitored on a regular basis and the website will be updated considering those feedbacks monthly.

- OPPORTUNITY OF COMPARISON:

As we will have the products of various known companies all together the customer can have a chance to make decision comparing among many a product. That's why they get a better overview before buying a product.

- PROPER FEEDBACK SYSTEM:

To make the website more user friendly we will maintain an active feedback system. We will have a customer care section which will be active 24/7 to give solution to the customers' inquiry.

- PROPER PRODUCT AUTHENTICITY:

In our case the ordered products will be delivered by the company itself that's why there will not be any product authentication problem. As the product will be delivered by the company itself so if the product is damaged or defective the company will itself take the responsibility.

- FAST DELIVERY PROCESS:

As the product will be delivered by the company itself so there would not be any additional delay as the product will not come to us first then be delivered to the customer, rather it will be delivered to the customer directly. This process will make the delivery process quicker than the existing systems.

- TRACKING SYSTEM:

We will introduce a tracking system which will show the current status of the product delivery. The status will be like this: ordered placed, product arriving, product arrived at destination, etc. It will help the customer keep up to date about his order.

8. Project Skeleton

Magnify will be on Web, Android and IOS platform

Full platform is based on two basic panel.

1. Admin panel

2. User Panel

User panel will have two different login method

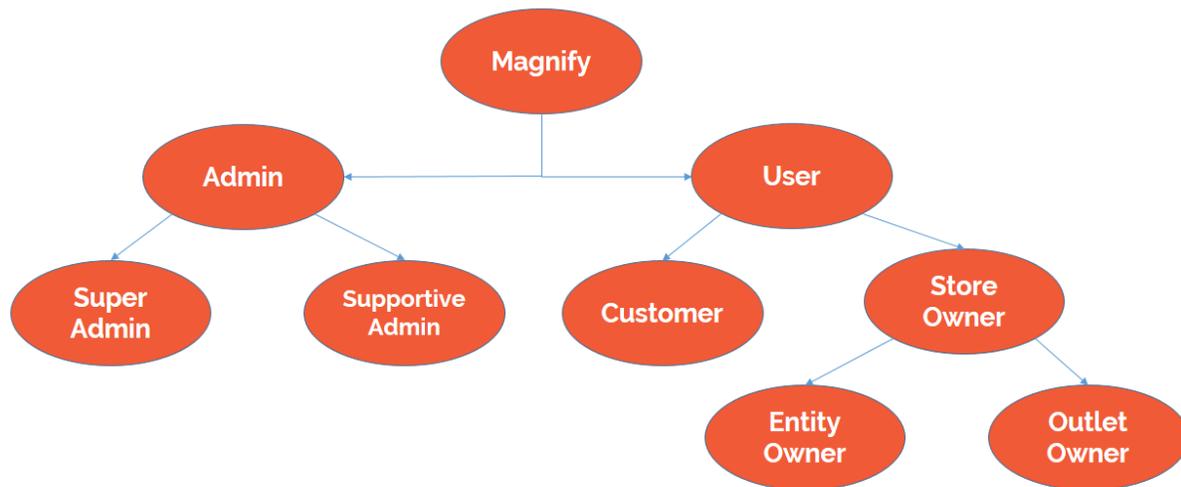
1. Customer Login

2. Store Owner Login

Store Owner Login will be divided into two parts as well

1. Entity owner

2. Outlet owner



Project Skeleton

To control the platform management the admin platform is divided into two parts

1. Super admin: who will have the power to override everything
2. Supportive admin: Can upload data and can edit with permission.

8.1 Proposed clothing platform (User Phase)

Go to our website (www.magnify.com.bd) or download our app "Magnify" app from play store or app store.

Landing page will be with a menu bar, search bar, trending Stores, dress types, Store Collection, Featured Collection.

Menu Bar:

1.A Discover – Is basically the landing page of the app or the website

1.B Social- Is the based on two parts.

1.B1. Followers: Users or stores which are following you.

1.B2. Followings: Users or stores which are being followed by you

* Here, there will be a search option for names (It can be detected by first/middle/last name)

1.C Feed: Is the recent activities of your following users or stores (Their uploaded products, reviews and stories)

1.D Profile – profile will hold recent activities by the user and here the purchase or ordered details will be saved also the reviews of the user.

*An information update option will be on the header side where a user can update Full name, username (unique), date of birth, phone number (authentication needed), email address (verification needed), Occupation,

2.A : Cart- Selected items will be added here to buy out. In this option product can be added or removed and after that it go delivery address where a map address will be shown and two contact number can be given and with suitable delivery time then the payment method (can be paid through SSL services, cards, mobile banking

or cash on delivery). After that a purchase confirmation will go to the given mobile address and email which are proves of the order and have to be shown in the delivery time.

2.B: Sorted list: Products which are being selected by the user will be in this sort list order according to the date

2.C: Delivery address: A user can set there delivery address which can be used for fast purchase.

2.D: Payment Gateway: User can save up to three cards info for faster purchase

3.A Notification: Notification will remind the user with important notices

3.B Promo Code: In different event, Magnify will give promo code with which user can get cashback or discount on products.

3.C Latest Updates: It's the newsletter form Magnify where magnify will share the featured product details or special deals.

3.D Unlock Deals: This deals is a QR scanner with which an user can avail bonus points or get rewards from a store which is partnered with magnify for this deals. Normally deals can be avail always from a partnered store.

4.A Invite Friends: An user can invite his/her facebook friends/ gmail contacts/ Mobile contacts

4.B Blog: Magnify have a Blog (in Medium.com) where any user can write on any product or can make VLOG on any product or can share experience.

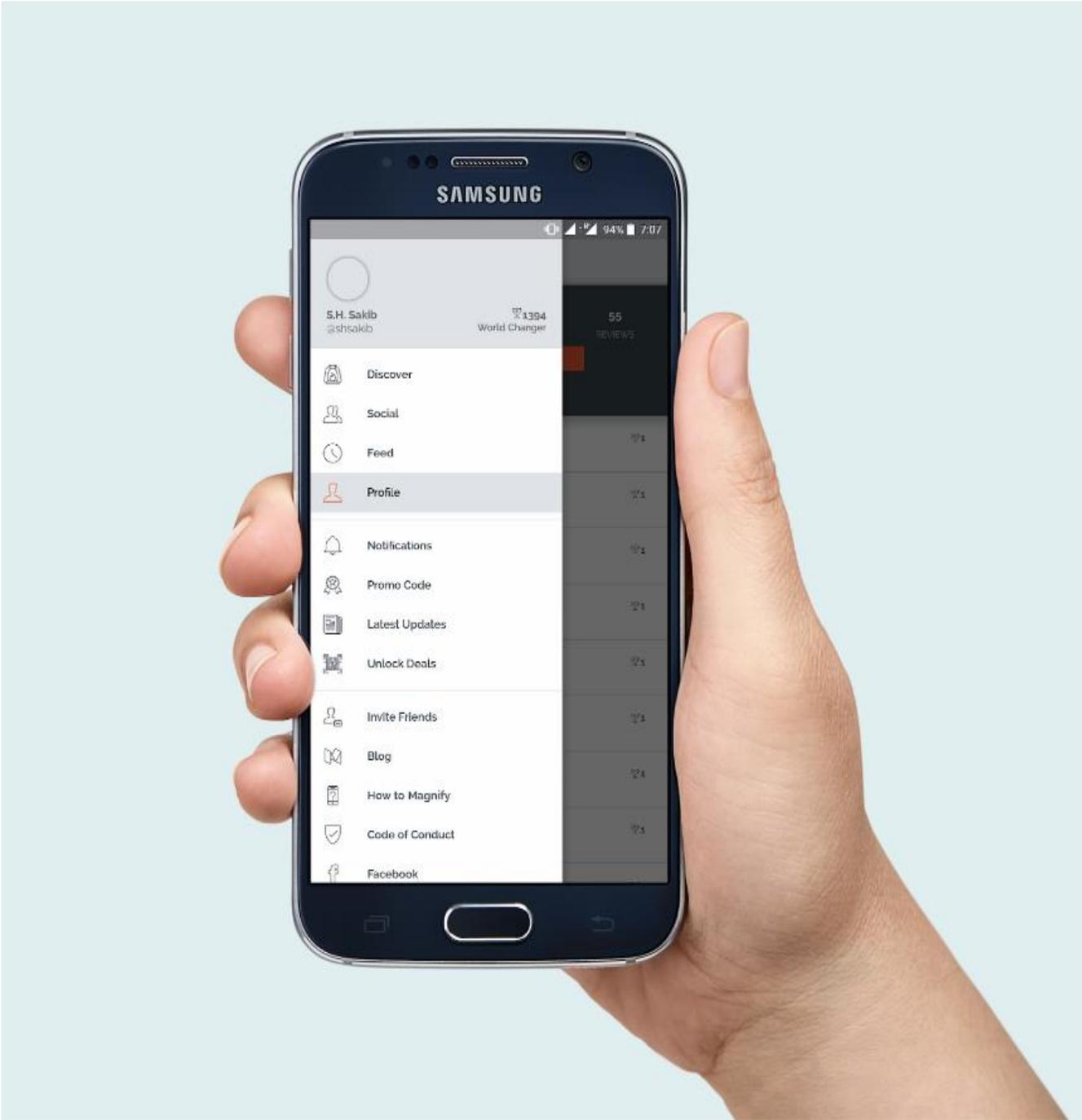
4.C How to Magnify: Here short video clips will be added to user magnify properly.

4.D Code of Conduct: For any e-commerce platform there are some certain rules for users to know and Organization also need to to have KYC (know your customer) for authentication. Here with this code of conduct section all these things will be added.

4.E Facebook: A Magnify account can be opened with gmail or facebook profile (later have to update the info and verified the email and phone number). With this a user can direct visit to magnify's facebook page.

4.F Change Password: To change password (which we recommend to update every six months)

4.G Logout: To sign out from the account.



8.2 Proposed clothing platform (Admin Phase)

To login the admin platform a admin officer has to login through www.backstage.magnify.com.bd and after the user email has to be *username@magnify.com.bd*

The Dashboard options are given:

1. Users

1.A All Users- Users who can have verified email and phone number and can buy products

1.B inactivated users- Users who haven't verified email or/and phone number

2. Entity: A unique store is an entity store which more than one outlets

3. Store:

3.A: All stores: all the stores in the platform

3.B: Add outlet- an outlet store is needed if there is multiple outlets of an entity

3.C: Featured: An outlet which is sponsored.

3.D: Product:

3.D1- Add product is a form to add product and it's details (each product have unique number)

3.D2- Alter product is a form where you can edit any info of a given product

3.D3- Remove product is the number or delete from dropdown box.

4. Location: For better pin point an admin manager can save a location from a map.

5. Business Hour: Store open and close time details

6. Types: Types of dresses. A manager can add dress type name

7. Specialty: Country wise dress types or dress within range.

8. Image: You can add images of a store of an entity

9. Moderation:

9.A: Cart details- here will have all the purchased or booking story

9.B: Reviews – All the users reviews will be here and with permission it can be answered, modified or deleted

9.C: Send Email- It will drive the manager to www.mailchimp.com or email.magnify.com, where magnify can send customized email to all the users and can let the users know about the news, updates and all the information

9.D: Send SMS: With this option a sms (masking sms) can be send to all the verified users.

10. Collection:

10.A- Add collection

10.A1- Collection Name

10.A2- Add or remove restaurants (restaurants name will be shown according to geo-logical distance of Alphabetic order)

10.A3- Add Images

10.B- Remove collection- A collection can be removed with this option

11. Promo-

11.A: Promo- A promo code can be generated and can be active or deactivate from this option

11.B: QR Code- Offer QR code can be added with this option

12. Hot Deals

12.A: Add deals- A form will be given where a deals for a particular restaurant can be activated filling up with info and images

12.B: All deals- All the deals which are running will be shown.

12.C: Remove deals

13. Enterprise Credential

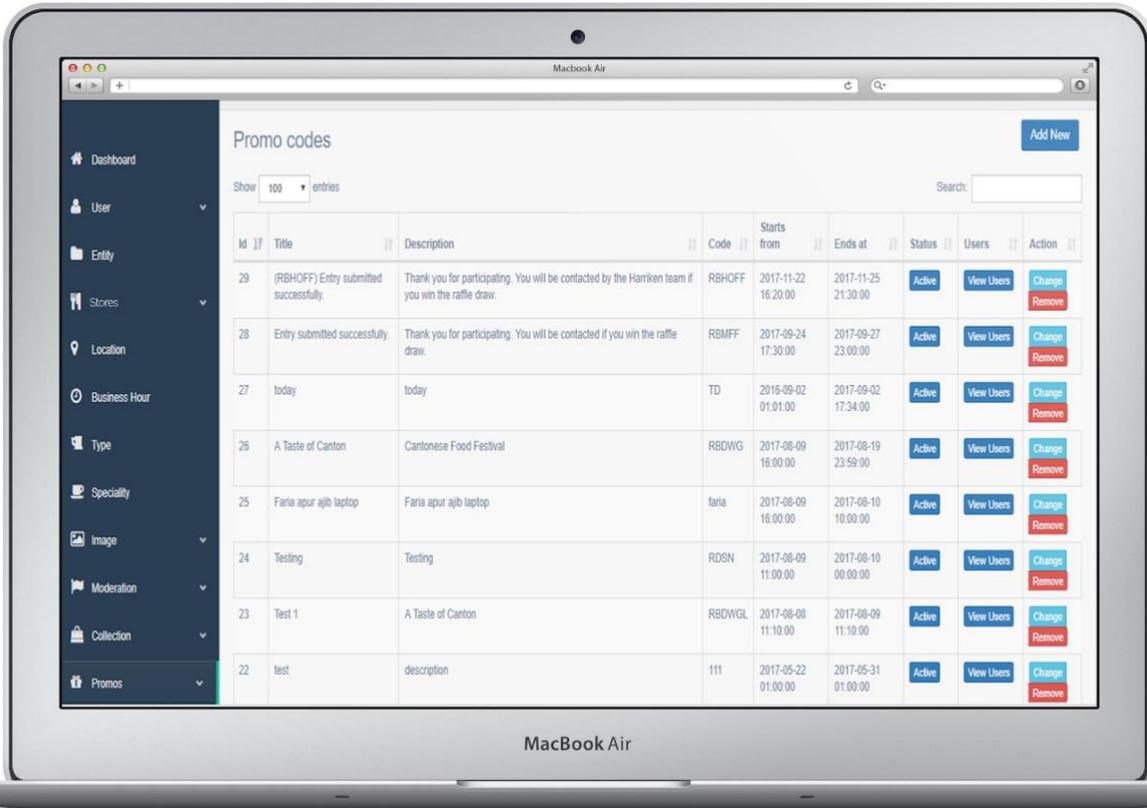
13.A: Enterprise requests

13.A1: Entity request Approve/Disapprove with store details

13.A2: Outlet request approve/Disapprove with store details

14. Push Notification (for mobile app)

Magnify can send push notification to the users when necessary.



8.3 Proposed clothing platform (Store Phase)

A store owner or manager can easily login with proper email and password (which has to be approved 1st with the request method then a admin manager can approve the permission and grant the authorization)

There are two basic steps of this login process

1. Entity User:

1.A: Outlet All the outlet info are given in forms and with approval of the admin manager permission, an entity user can update all the outlet info and can add or remove as well.

1.A1: All Outlets

1.A2: Add Outlet

1.A3: Remove Outlet

1.B: Update information- to update any information of any outlet

1.C: Upload product- product information upload to certain outlet or all outlets

1.D: Notification

1.E: Orders- regular order details and submit, arrival and product feedback and reviews

1.F: Inbox- for user communication

1.G: Payment Method- Transaction details.

2. Outlet User:

2.A: Outlet details- all the updated information of outlet which are being viewed

2.B: Product Details- viewing product and product information

2.C: Upload product- product information upload with image and prices

2.D: Notification

2.E: Orders- regular order details and submit, arrival and product feedback and reviews

2.F: Inbox- User communication channel

2.G: Payment Method- Transaction details

9. Example Diagrams

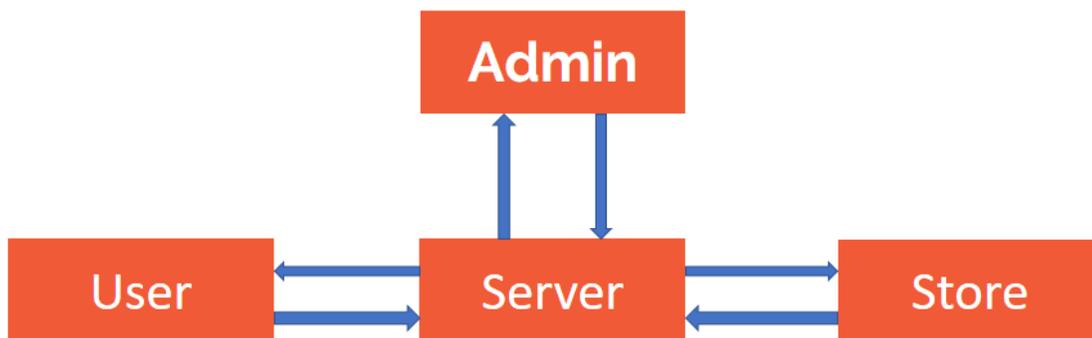
When systems analysts attempt to understand the information requirements of users, they must be able to conceptualize how data move through the organization, the processes or transformation that the data undergo, and what the outputs are. Although interviews and the investigation of hard data provide a verbal narrative of the system, a visual depiction can crystallize this information for users and analysts in a useful way. Through a structured analysis technique called data flow diagrams (DFDs), the systems analyst can put together a graphical representation of data processes throughout the organization. By using combinations of only four symbols, the systems analyst can create a pictorial depiction of processes that will eventually provide solid system documentation. Our goal was to create a context diagram, diagram 0 and child diagram(if need be) for both current system and proposed system.

9.1 Context Diagram

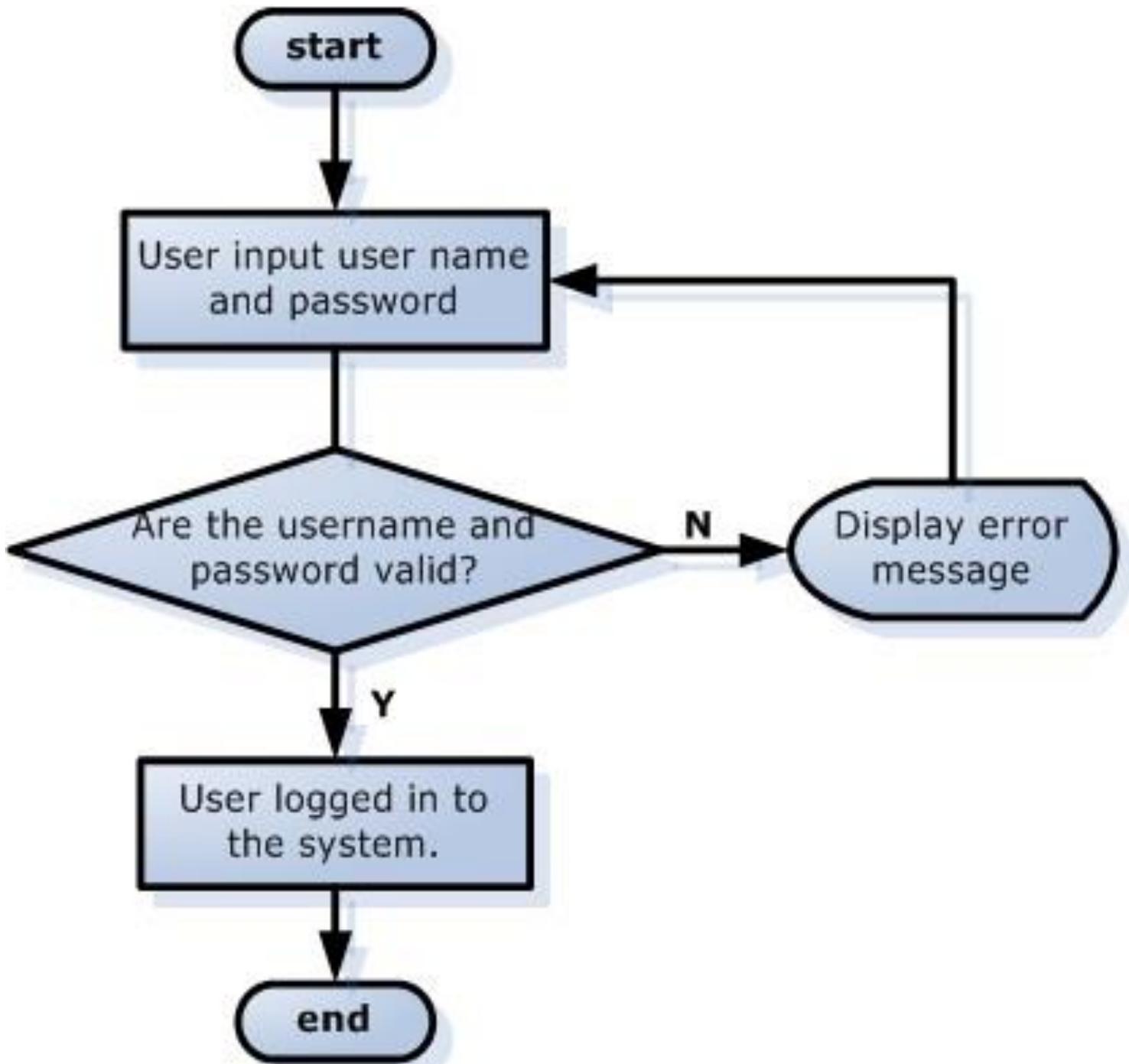
The initial context diagram should be an overview, one including basic inputs, the general, system, and outputs. This diagram will be the most general one, really a bird's-eye view of data movement in the system and the broadest possible conceptualization of the system. on the context diagram, as well as major data flow to and from them. The diagram does not contain any data stores and is fairly simple to create, once the external entities and the data flow to and from them are known to analysts. The context diagram of our concerned online judge contains 3 (three) external entities and only one process that is the online judge itself. The 3 external entities are:

1. Admin Platform
2. User Platform
3. Store Platform

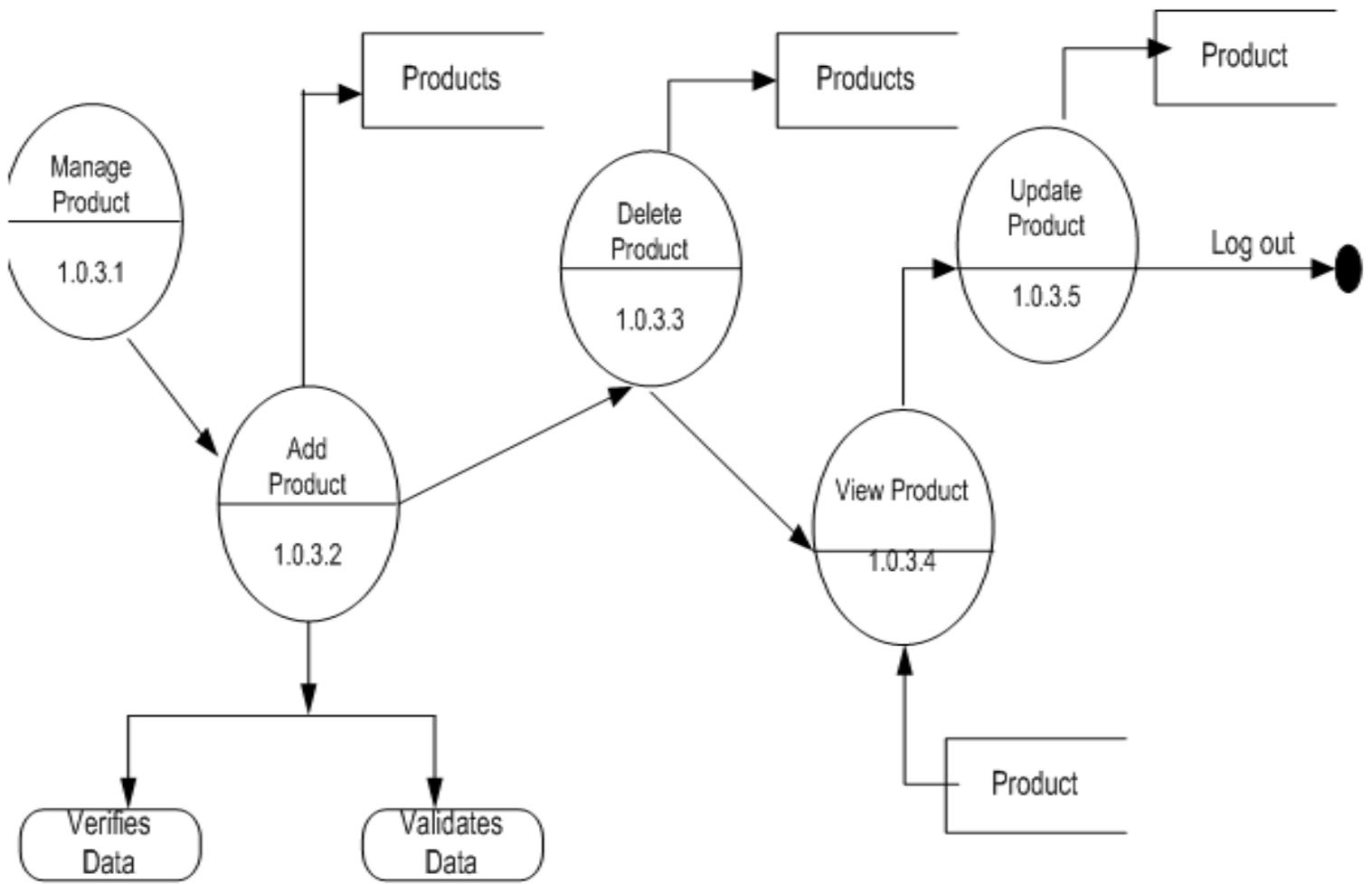
These 3 entities are connected to the main process 'Information Server'. All of them interact with the system by providing inputs and retrieving output.



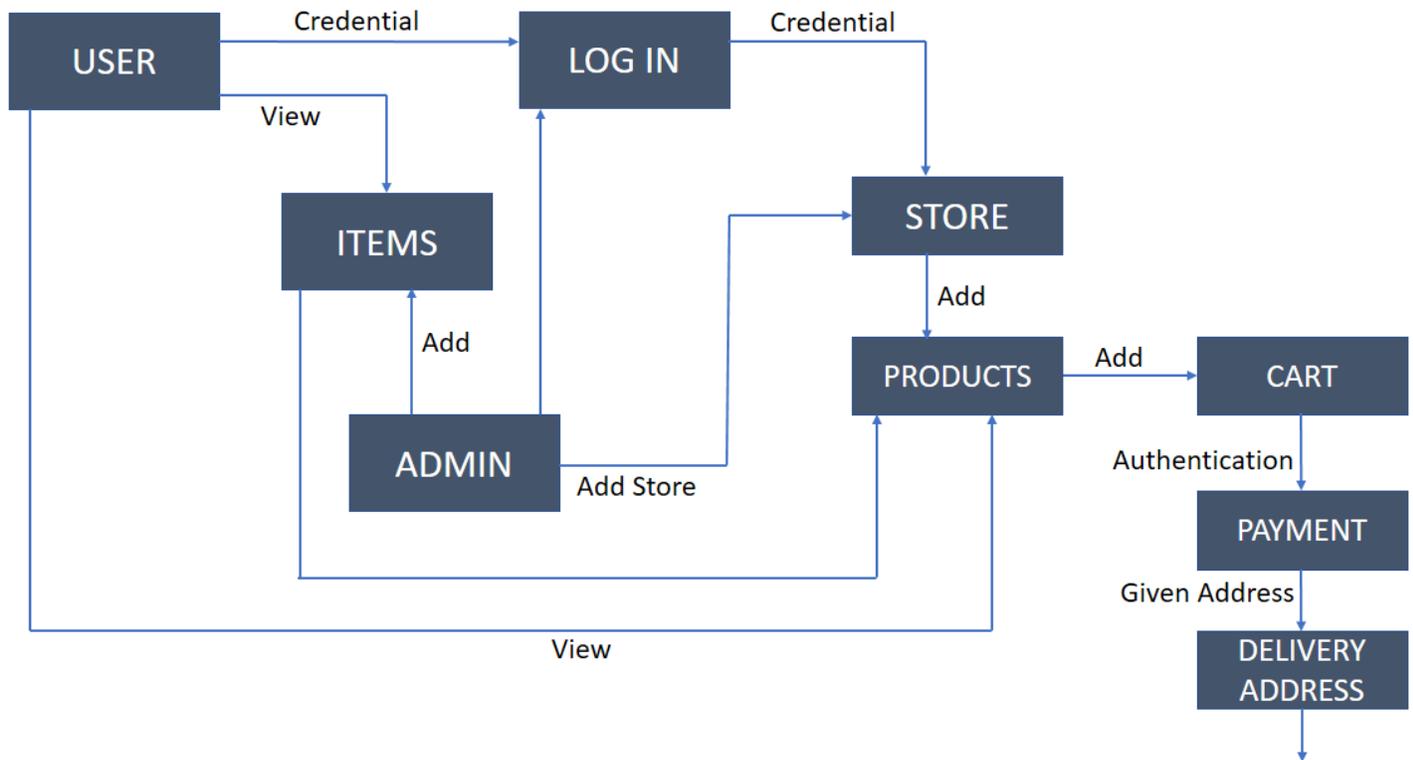
In our projects our main important challenges are to manage a lot of logical process here login process diagram and shopping cart diagram is given as example



To add a product by store manager is an important process as well.



A simple user behavior is shown in the next diagram.



Implementation:

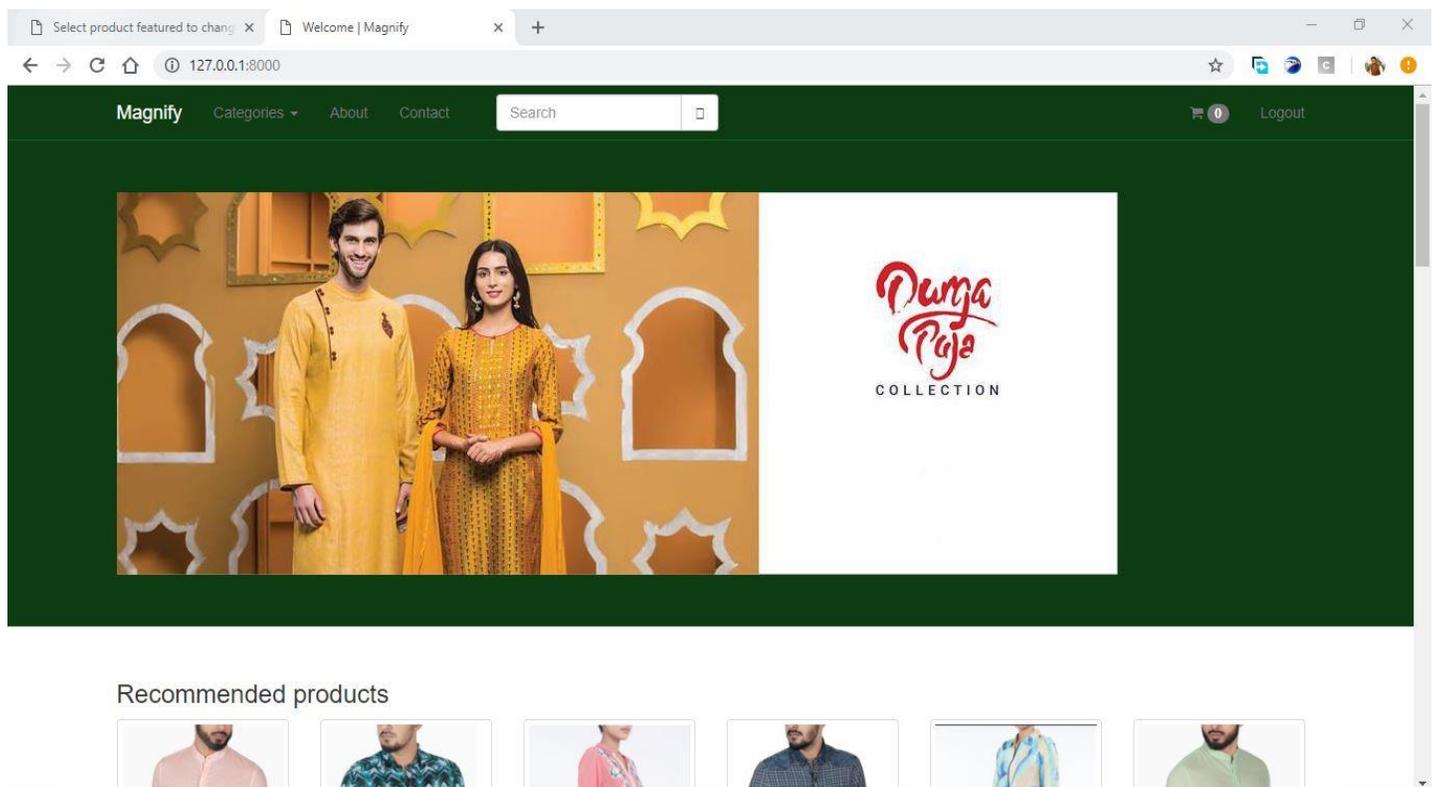
Our idea is old in market but so far it's been seen scattered like our cart, payment and delivery system is directly like www.amazon.com , www.alibaba.com and our social platform idea is closed matched with www.zomato.com , www.yelp.com www.airbnb.com

so far we have implemented a basic portion of our project which is being done by python django. Our Basic implementation is a version one implementation our project and it includes cart system, product add/remove, details with image. Customer profile, contact information.

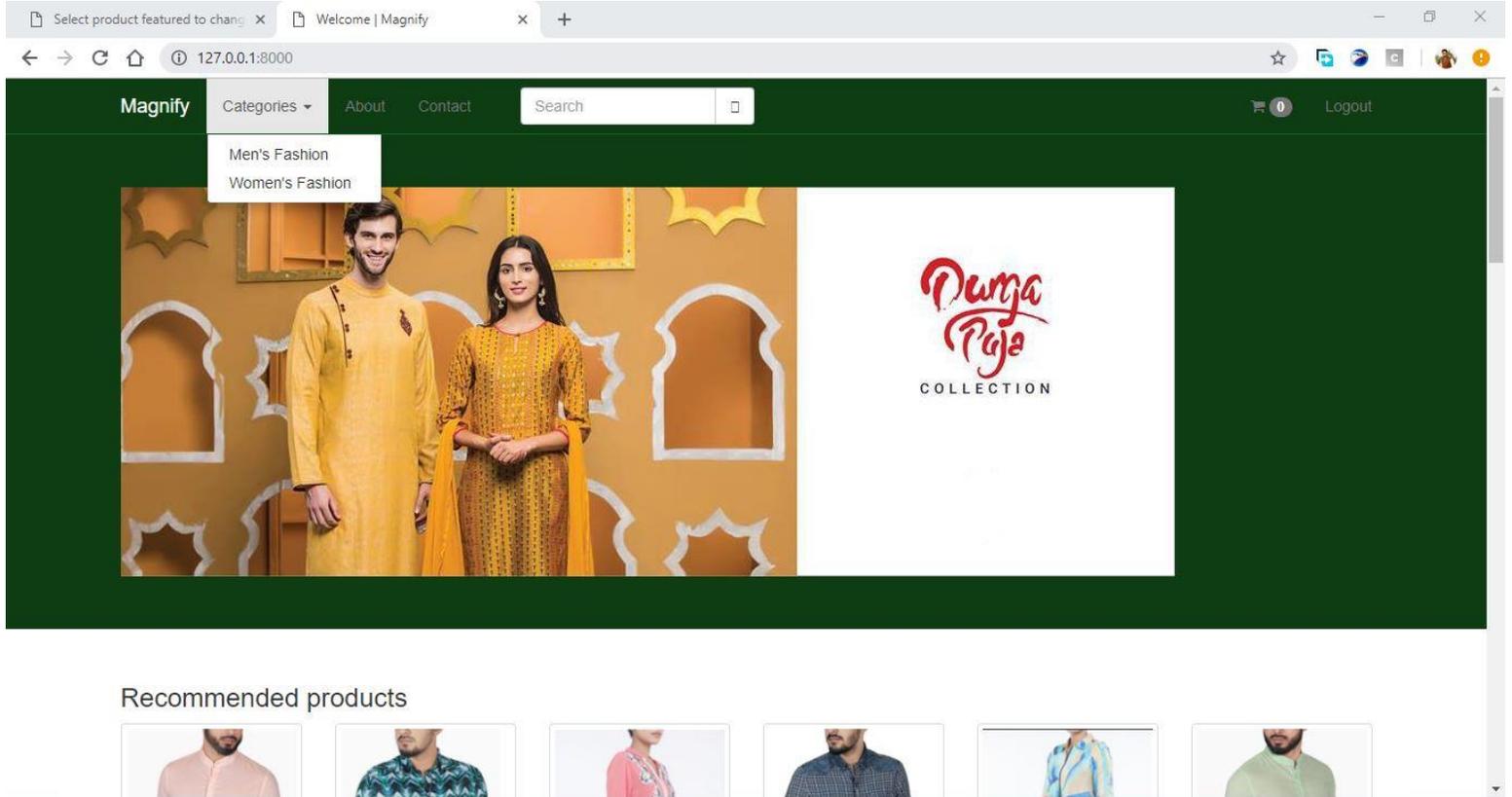
This is the landing page of our website.

Here in the main portion we can use featured or promotional posts for our use.

Product based i the categorized into two main parts.



- i. Men
- ii. Wemen



Recommended products

 <p>Yellow-men- Mao collar overdye casual shirt PINK BDT 1595</p>	 <p>Yellow-men- Men's Casual Shirt ILLUSION PRINT BDT 1595</p>	 <p>Yellow-Women's Ethnic Frock DK PEACH BDT 1695</p>	 <p>Yellow-men- Full Sleeves Men's Casual Shirt NAVY CHECK BDT 1695</p>	 <p>Yellow-Women's Kurti SKY BLUE BDT 1995</p>	 <p>Yellow-men- Mao collar overdye casual shirt APPLE GREEN BDT 1595</p>
 <p>Yellow-Women's</p>	 <p>Yellow-Women's</p>	 <p>Yellow-men- Full Sleeves</p>	 <p>Yellow-Women's</p>	 <p>Yellow-Women's</p>	 <p>Yellow-Women's</p>

Select product to change | Django x Magnify x +

127.0.0.1:8000/products/22/

Magnify Categories - About Contact Search Logout

Yellow- men- Flock Printed Men's Casual Shirt WHITE



Type : Casual color : White

BDT 1595

Add To Cart

Related products



Yellow- Women's Lawn DKURT1321
BDT 2195



Yellow- Women's Kurti SKY BLUE
BDT 1995



User can login or can use a guest login option to order any cloth they like.

The screenshot shows the login page of the Magnify website. The browser address bar displays '127.0.0.1:8000/cart/checkout/'. The page features a dark green header with the site name 'Magnify' and navigation links for 'Categories', 'About', and 'Contact'. A search bar is also present. Below the header, there are two columns of input fields. The left column is for guest login, with fields for 'Email*', 'confirm email*', and a 'Continue as guest' button. The right column is for user login, with fields for 'Username*', 'Password*', and a 'Login' button.

After that, they have to give the info of the billing address and the delivery address.

The screenshot shows the address form on the Magnify website. The browser address bar displays '127.0.0.1:8000/cart/address/add/'. The page features a dark green header with the site name 'Magnify' and navigation links for 'Categories', 'About', and 'Contact'. A search bar is also present. Below the header, there is a form with the following fields: 'Type*' (a dropdown menu with 'Billing' selected), 'Address*' (text input with 'house-1, road-2'), 'State*' (text input with 'Bangladesh'), and 'Zipcode*' (text input with '1207'). A 'Submit' button is located at the bottom of the form.

The screenshot shows the order summary page on the Magnify website. The browser address bar displays '127.0.0.1:8000/cart/checkout/'. The page features a dark green header with the site name 'Magnify' and navigation links for 'Categories', 'About', and 'Contact'. A search bar is also present. Below the header, the page is titled 'Your order' and displays the following information:

1 Item	
Yellow-men- Flock Printed Men's Casual Shirt	
WHITE- Default	
Cart Price:	1595
Shipping:	0
Total:	1595

Below the table, the billing and shipping addresses are listed:

Billing Address:
house- 1, road- 2, Bangladesh, 1207

Shipping Address:
house- 1, road- 2, Bangladesh, 1207

A 'Confirm and complete order' button is located at the bottom of the page.

That's how so far our site works on version one.

In Admin panel, the data are stored accordingly. Based on input order.



Django administration

Site administration

Authentication and Authorization	
Groups	+ Add Change
Users	+ Add Change

Carts	
Carts	+ Add Change

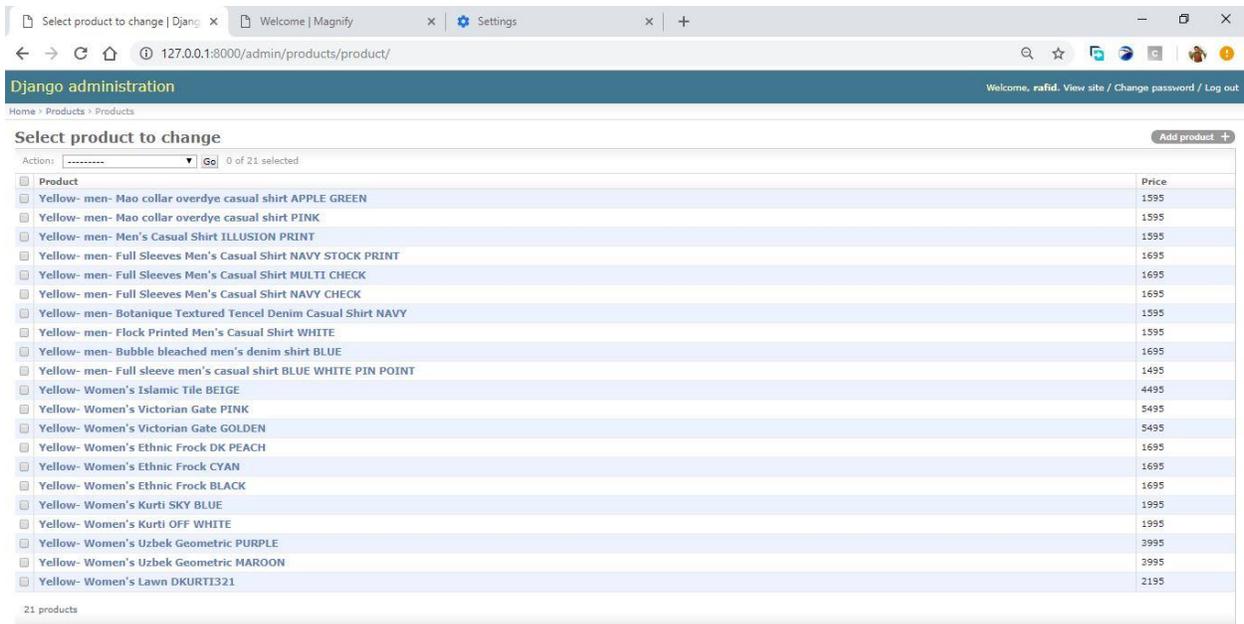
Orders	
Orders	+ Add Change
User addresss	+ Add Change
User checkouts	+ Add Change

Products	
Categorys	+ Add Change
Product featureds	+ Add Change
Products	+ Add Change

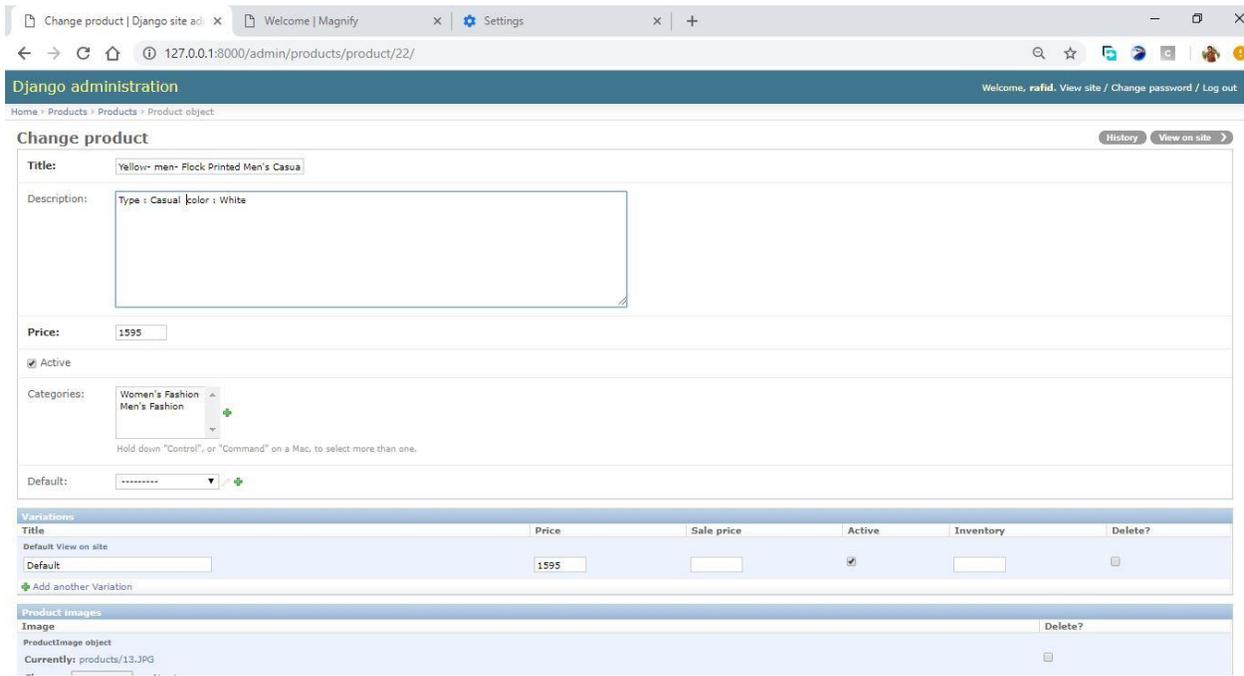
Registration	
Registration profiles	+ Add Change

Sites	
Sites	+ Add Change

Each entity is a part of a bigger sub set which is listed according to a common group. Any change on the website is needed to be done by the admin end so far.



Inputs are being instantly generated to show on the output desk and can be changed or removed but some major parts can only be modified by the super admin.



Future Works:

The frame of the project has already been made and now part by part is has to be implemented. Magnify 1.0 is the initial of the target work with which the admin panel will be able to include all the info needed and gradually the user platform will be developed. Depending on the market the store platform has to be made but for using it the store phase has to be trained so at first we have to make our platform worthy of that position that a store manage will take the time to learn our platform and to use it and update it as he/she update her own social media account.

Apache web service will be the best for our server service and for app we have to use google cloud SDK , Android SDK (for android devices) and ISO SDK (for apple devices), for web platform the python based Django language can be used.

Facebook masking bulk sms service will be the best for SMS service and www.mailchimp.com for email.

In our next phase of update we would like to introduce magnify points which will be redeemable and can be used as a currency wallet for buying things from our website. The method will be known as *magnify wallet*.

Conclusion:

This project is not a super creative one but it has a lot of things to do that's why we have named our project magnify. It looks like normal but if you look at it using a magnify glass you will see a lot of things here and here a lot to improve and to develop.