Shop Center on the Internet

by

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Master Project Approval

Project Title   Shop Center on the Internet

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
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The Department of Information Technology , Faculty of Science and Technology of Assumption University has approved this final report of the **three** credits course. **1T6900 Master Project,** submitted in partial fulfillment of the requirements for the degree of Master of Science in Information Technology .

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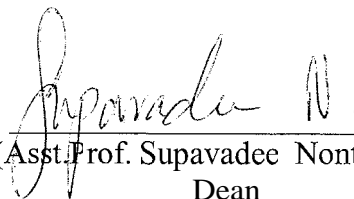(Asst.Prof.Dr. Thotsapon Sortrakul)
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ABSTRACT

Nowadays, the computer technology has been widely used in every part of business as it helps to reduce the redundancy processes, to satisfy the customer's need. And with E-Commerce, every process is computerized, and without information systems, recording and processing business transaction would consume huge amount of resources.

The Shop Center on Internet has been proposed, and it serves as the center of shops on Internet. The system will provide the shop for any merchant, and provide the buy/sell procedures between merchant and customer.

The database used for storing the data of this system is Microsoft Access 2002 which runs on Microsoft Office XP and Microsoft Windows 2000 Server; and the system itself was developed by using ASP.
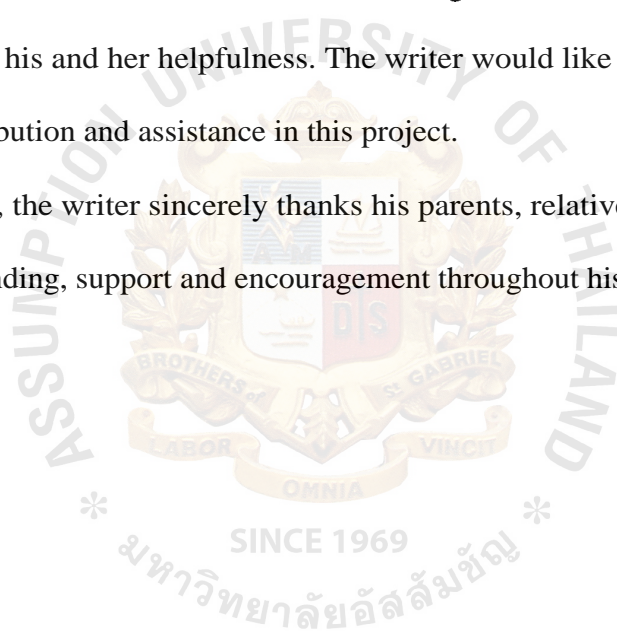
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CHAPTER 1

Shop Center on the Internet

1.1 Introduction

Nowadays, business is all around us and there are many merchants. Most merchants have opened their real shops, but some merchants have opened their shops on internet and we call this business as "Electronic Commerce" (E-Commerce) which is popular today. Its trend is growing up and up, because

1. Merchants who have their real shop, will have limited customers such as people who live near the shop or pass in the shop area.

2. Customers do not know the place which sell the wanted goods. Or customers cannot go to buy by themselves because they live far away from the shops.

3. Customers cannot (or it is hard to) compare the price of goods because there are not many shops (or there are many shops but each shop is not near the other shops)

So some customers have opened their shops on the internet and commercial on internet has begun. But commerce on internet still has limitations like this:

1. Some customers, who want to sell on internet, do not have enough knowledge to build the shop web site to present their products.

2. When customers want to buy, they have to know where the shop is, and each shop is scattered. So it is difficult to search the shop and buy goods.

From these reasons, there should be the center point on internet which provides the shop for merchants and to be as the shop center. So customer can come to see and search for their wanted products.

1.2 Goals and Objectives of the Projects

To develop a Web Page that can be accessed anywhere (where it can connect to Internet) and this web page, we can register to be customer and merchant. As the customer, we can login and buy the products in many shops. As the merchant, we can choose the theme for our shop (there are 3 themes). Further more, there is administrative option (for merchant) to add, delete or edit the stock and mange our order. This web page is to enable the following objectives:

1. **Easy to be a merchant on internet.** User can register to be as a merchant to open his shop on internet easily.

2. **Saving time.** Because everything is provided. The shop center will provide the shop theme for merchants. So anybody can open their shop on internet quickly. For customer, customer can come to search for the shops which sell his wanted goods.

3. **Convenience.** Because the shop center is on Internet, the customer and merchant can check and use the shop center at anywhere (where they can access to Internet).

1.3   Scope of the Project

This project focuses on developing the tool (shop center) to help the merchant and customer in selling and buying products. This shop center will be written in forms of web pages which has well-designed user interface.

The scope of the web page is like the following:

1. Design database system of shop center on internet to deal with:

- **Member system**

    - Store information detail of customer and merchant.

    - Able to add and edit their member information.

- **Product system**

    - Store information details of merchant products

    - Able to add and edit product information detail.

2. Building web application which provides in building merchant shop.

- Provide space for each shop.

- Provide the shop theme for merchant to choose.

- Deal the products of merchant to fit in the chosen shop theme.

3. **Shopping cart system.** User has the shopping cart system to help the selecting product to be easy.

4. **Able to Search for products and shops.** Customer can search for the wanted product and shop that sell this wanted product.

5. **Statistic.** Merchant can see the statistic of the customer in term of the three most buying customer (qunatity, amount of money), the amount of customer, who come from banner A,B,... buy the product or not.

1.4 Work Processes

The work processes of the project are as follows:-

1. To study the existing system, to understand the operations and the information technology to be used in this system.

2. To analyze the existing system.

3. To study the management and the requirements of system.

4. To design the database of the organizing the data modeling, entities and attributes to enable organizing entity relationship, data dictionary and relational database management.

5. To design the proposed system, this consists of report, interface, input, output, data management etc.

6. To develop the proposed system by using the transaction processing system together with the management information system.

7. To test and implement the proposed system after system development to enable users to test the proposed system.

8. To maintain and evaluate after the testing and implementation.

9. To organize the documentation and user manual.

1.5   Benefits of the Project

1. **To** attain the proposed system for being the shop center.

2. To facilitate both the merchant and the customer in selling and buying.

3. To provide the shop center that consists of many shops and products.

4. To reduce the time and difficulty in selling/buying processing on internet.

CHAPTER 2

CONCEPT

2.1 The Reason of System Development

Internet is widely used today; electronic commerce (E-commerce) also becomes popular. In e-commerce, we can divide the e-business into three kinds, first is Business-to-Business (B-to-B), second is Business-to-Customer (B-to-C) and the last is Customer-to-Customer (C-to-C). Doing e-commerce as C-to-C is difficult to succeed because the cost of opening shop on internet alone is quite high and the knowledge to write the code (HTML, ASP) and design the interface of web page is not widely known. And opening shop alone for small business as C-to-C is not suitable.

So if there is a shopping center where many shops collect for small business (C-to-C), this will help the person who wants to open his shop on Internet easily because of low cost and non-programming knowledge. This shopping center is also good for the customer because he can come to see several shops and select the interested products easily. From these reason, it is necessary to have a shopping center for C-to-C business on Internet.

2.2   Client/Server Architecture

In client/server architecture, multiple computer platforms are dedicated to special functions such as database management, printing, communications, and program execution. These are called **server.** Servers can be computer of all sizes; they store both application program and data files and are equipped with operating system software to manage the activities of the network. The server distributes programs and

data files to the other computers **(Client)** on the network as they request. An application server holds the programs and data files for a particular application, such as an inventory database. Processing can be done at the client or server.

A client is any computer that sends messages of requesting services to the servers on the network. For example, a user (client) initiates a request to connect to check e-mail by using telnet terminal to the mail server on the network. First, at the client, user has to press the IP address of the mail server to log on. And mail server receives a request to log on, and then the mail server will display information of log in page at the telnet terminal of client. Client user has to input the right authorized username and password and this username/password will send through the network to mail server. When mail server receives the username/password, it will check with the username/password files that this username/password is authorized or not. If authorized, at telnet terminal will be able to check mail which is located on the mail server.

2.3 Security Model (Encryption/Decryption)

In this system, we use the technique to encrypt/decrypt the password of customer and merchant so the password is secure.

In encryption, we use a formula of $f(p) = (ap + b) \bmod 256$. $(a = 11, b=7)$

Suppose the password is "BAY"

B in ASCII code is 66, A in ASCII code is 65 and Y in ASCII code is 89.

$f(B) = [(11*66)+7\} \bmod 256 = 221$ and ASCII(221) is "Y"

$f(A) = [(11*65)+7) \bmod 256 = 210$ and ASCII(210) is "O"

$f(Y) = [(11*89)+7) \bmod 256 = 218$ and ASCII(218) is "U"

So after encryption of "BAY", the encrypted password is "YOU"

In decrypting password, we have to calculate to find the proper formula of decryption. So we have to find the inverse of $f(p) = (11p + 7) \bmod 256$

$f^1 = a'(p - b) \bmod 256$ (we have to find what is the value of a')

<u>Inverse of 11 modulo 256</u>

First, we have to find the gcd (gcd = greatest common divisor)

$256 = (23*11) + 3$ **4 equation 1**

$\mathbf{11} = (3*3) + 2$ **equation 2**

$2 = 2*1$ **equation 3**

So $\gcd(11,256) = 1$

From equation 1 : $3 = 256 - (23*11)$

From equation 2 : $2 = 11 - (3*3)$

From equation 3 : $1 = 3 - (1*2)$

So $1 = 256 - (23*11) - \{1 * [11 - (3*3)]\}$

                $= 256 - (23*11) - \{11 - 3*[256 - (23*11)]\}$

                $= 256 - (23*11) - [11 - (3*256) + (3*23*11)]$

                $= 256 - (23*11) - (1*11) + (3*256) - (69*11)$

                $= (-93*11) + (4*256)$

From $1 = sa + tm$ (section 2.5 and theorem 1 of **Discrete Book)**

$S =$ inverse of a modulo m

So inverse of 11 modulo 256 is **"-93"**

From $f^1 = a'(p - b) \bmod 256$ and a' is inverse of 11 modulo 256

We can get the equation

    $f^1 = -93(p - 7) \bmod 256$

    f   = (-93p + 651) mod 256   - - - - - - > Decryption function

Theorem1:

An important result we will use throughout this section is that the greatest common divisor of two integers *a* and *b* can be expressed in the form

$$sa + tb$$

where *s* and *t* are integers. In other words, gcd(*a,b*) can be expressed as a linear combination with integer coefficients of *a* and *b*. For example, gcd(6,14) = 2, and 2 = (-2*6) + (1*14). We state this fact as Theorem 1.

If a and b are positive integers, then there exist integers *s* and *t* such that

$$\mathbf{gcd}(a,b) = sa+tb$$

So we can get the inverse function like this:

f´(p) = (-93p + 651) mod 251 {in case the result is negative number, the result value must be plus with 256 more}

From the encrypted password of BAY which is "YOU", we can decrypt this cipher text like this: 210   218

f´(Ý) = [(-93 * 221) +651] = -190 + 256 = 66   so ASCII(66) is "B"

f¹(O) = [(-93 * 210) +651] = -191 + 256 = 65   so ASCII(65) is "A"

f´(Ý) = [(-93 * 218) +651] = -167 + 256 = 89   so ASCII(89) is "Y"

So after decrypting the cipher text, we can get the original password, which is "BAY".

CHAPTER 3

THE PROPOSED SYSTEM

To achieve the system development, we need to have a good detailed plan. It should identify every significant task and assign each one to individuals or groups within the organization. Every task needs a start date and a completion date, and some tasks cannot start until after the completion of other tasks. Therefore the plan needs to coordinate the start and completion dates of the individual tasks within the limitation of the target completion date for the whole project. From this point of view, the system development processes have been divided into several tasks as follows:-

1. To assess feasibility study.

2. To determine the user requirements.

3. To determine the system requirements.

4. To design the logical and physical design.

5. To implement the system development.

3.1   To Assess Feasibility Study

To assess project feasibility is a required activity for all information system projects and is potentially a large undertaking. It requires a system analyst to evaluate a wide range of factors.

3.1.1 Cost-Benefit Analysis

The economic feasibility is a process of identifying the financial benefits and costs associated with a development project. The purpose of assessing economic feasibility is to identify the financial benefits and costs associated with the development project; economic feasibility is often referred to as cost-benefit analysis.

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The worksheet is reviewed in order to decide whether to continue, redirect, or kill a project.

3.1.2 To Determine Project Benefits

An information system can provide many benefits to an organization. For example, a new or renovated IS can automate the manual jobs, reduce errors, provide innovative services to customers and suppliers, and improve organizational efficiency, speed, flexibility, and morale. In general, the benefits can be viewed as being both tangible and intangible. **Tangible Benefits** refer to items that can be measured in dollars and with certainty. It is important to note that not all tangible benefits can be easily quantified.

The following benefits could be derived form the proposed system:-

- Cost reduction in both customer and merchant

- Increased flexibility

- Increased speed of activity

Table 3-1: Tangible Benefit Worksheet

TANGIBLE BENEFITS WORKSHEET SHOP CENTER ON THE INTERNET SYSTEM		
		Year 1 through 5
A. Cost reduction	฿	80,000
B. Increased flexibility	฿	120,000
C. Increased speed of activity	฿	100,000
D. Others	฿	0
		300,000

3.1.3 To Determine Project Costs

Similar to benefits, an information system can have both tangible and intangible costs. **Tangible Costs** refer to items that can be measured in baht. From an IS development prospective, tangible costs include items such as hardware costs, labor costs, software costs, and operational costs such as employee training and building renovations. Alternatively, **Intangible Costs** are items that cannot be easily measured in terms of baht or with certainty.

For tangible costs, we can distinguish IS-related development costs as one-time and recurring cost. **One-time Costs** refer to the costs that associate with project initiation, development and the start-up of the system. These costs typically concern with activities such as system development, new hardware and software purchases, user training and data or system conversion. When conducting an economic cost-benefit analysis, a worksheet should be printed out for capturing these expenses. **Recurring Costs** refer to the costs resulting from the ongoing evolution and use of the system.

Both one time costs and recurring costs can consist of items that are fixed or variable in nature. Fixed costs refer to costs that are incurred at a regular interval and usually at a fixed rate. Variable costs refer to items that vary in relation to usage.

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The one-time costs can be classified into following:-

<u>Hardware **Cost**</u>

• Web Server	1 unit	฿ 102,000.00
• Workstation	1 unit	฿ 60,000.00
• Laser Printer	1 unit	฿ 15,000.00
• Switch 8 ports	1 unit	฿ 8,000.00
• APC UPS	1 unit	฿ <u>15,000.00</u>
Total Hardware Cost		฿ **<u>200 000.00</u>**

<u>Software Cost</u>

<u>Operating System</u>

• MS Windows 2000 Servers	1 unit	฿ 45,000.00
• MS Windows 2000 workstation	1 unit	฿ 12,000.00

<u>Application Software</u>

• MS Office 2000	1 unit	฿ 18,000.00
• Macromedia Dream weaver	1 unit	฿ 12,000.00

<u>Anti-Virus Software</u>

• Norton Antivirus (For Server)	1 unit	฿ 12,000.00
• Norton Antivirus	1 unit	฿ 8,000.00

Total Software Cost	**฿ 107 000.00**

Software Development Cost

- System Development Cost   ฿ 45,000.00

- ISP enrollment   ฿ 15,000.00

Total Software Development Cost   ฿ 70 000.00

Operation Cost

- System administrator wage (15,000 Baht/Month)   B 180,000.00

- Programmer wage (12,000 Baht/Month)   ฿ 144,000.00

Total Operation Cost   ฿ 324 000.00

Table 3-2: One-Time Costs Worksheet

ONE-TIME COSTS WORKSHEET SHOP CENTER ON THE INTERNET SYSTEM		
		Year 0
A. Development Costs	B	45,000
B. New Hardware		200,000
C. New (purchased) software, if any		
1. Operating System Software	B	57,000
2. Application Software	฿	50,000
D. ISP Enrollment	B	15,000
		367,000

Table 3-3: Recurring Costs Worksheet

RECURRING COSTS WORKSHEET			
SHOP CENTER ON THE INTERNET SYSTEM			
			Year 1 through 5
A.	Application Software Maintenance	฿	30,000
B.	Incremental data storage required	฿	6,000
D.	Hardware Maintenance cost	฿	10,000
E.	ISP Line fee	฿	48,000
F.	Opeartion Cost	B	324,000
G.	Others	฿	5,000
			418,000

3.1.4 Cost Comparison

There are many techniques which can be used to compute a project's economic feasibility. Some of these cost-benefits analysis techniques are simple while others are sophisticated. The commonly used economic cost-benefit analysis techniques can be classified as follows:-

Table **3-4:** Commonly Used Economic Cost-Benefit Analysis Techniques

Analysis Technique	Description
Net Present Value (NPV)	NPV uses a discount rate determined from the company's cost of capital to establish the present value of a project. The discount rate is used to determine the present value of both cash receipts and outlays.
Return on Investment (ROI)	ROI is the ratio of the net cash receipts of the project divided by the cash outlays of the project. Tradeoff analysis can be made among projects competing for investment by comparing their representative ROI ratios.

Break-Even Analysis (BEA)	BEA finds the amount of time required for the cumulative cash flow from a project to equal its initial and ongoing investment.

In this proposed system, Break-Even Analysis has been used to calculate the cost-benefit analysis. The break-even point is the simplest form of cost comparison.

Economic Feasibility Analysis
Shop Center System

	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Net Economic benefit	450,000	525,000	600,000	675,000	750,000	
Discount (10%)	0.9091	0.8264	0.7513	0.683	0.6209	
PV of Benefit	409,095	00	450,780	461,025	465,675	
NPV OF ALL BENEFITS	**409,095**	**8**	**1,293,735**	**1,754,760**	**2,220,435**	**2,220,435**
One-Time Costs	00					
Recurring Costs	0	8 00	-418,000	-418,000	-418,000	
Discount (10%)	0.10	0.826	0.7513	0.6830	0.6209	
PV of Recurring Costs	00	-345,435	-314,043	-285,494	-259, 3b	
NPV OF ALL COSTS	367,000	,092,439	1,406,482	1,691,976	-1,951 13	-1,951,513
OVERALLNPV						268,922
Overall ROI (OverallNPV / NPV of All Cost)						0 4
Yearly NPV Cash Flow	367,000	88,425	136,737	175,531	206, 39	
Ov	367,000	249,484	-112,747	62,784	268, 22	

Table 3-5: Cost Benefit Analysis

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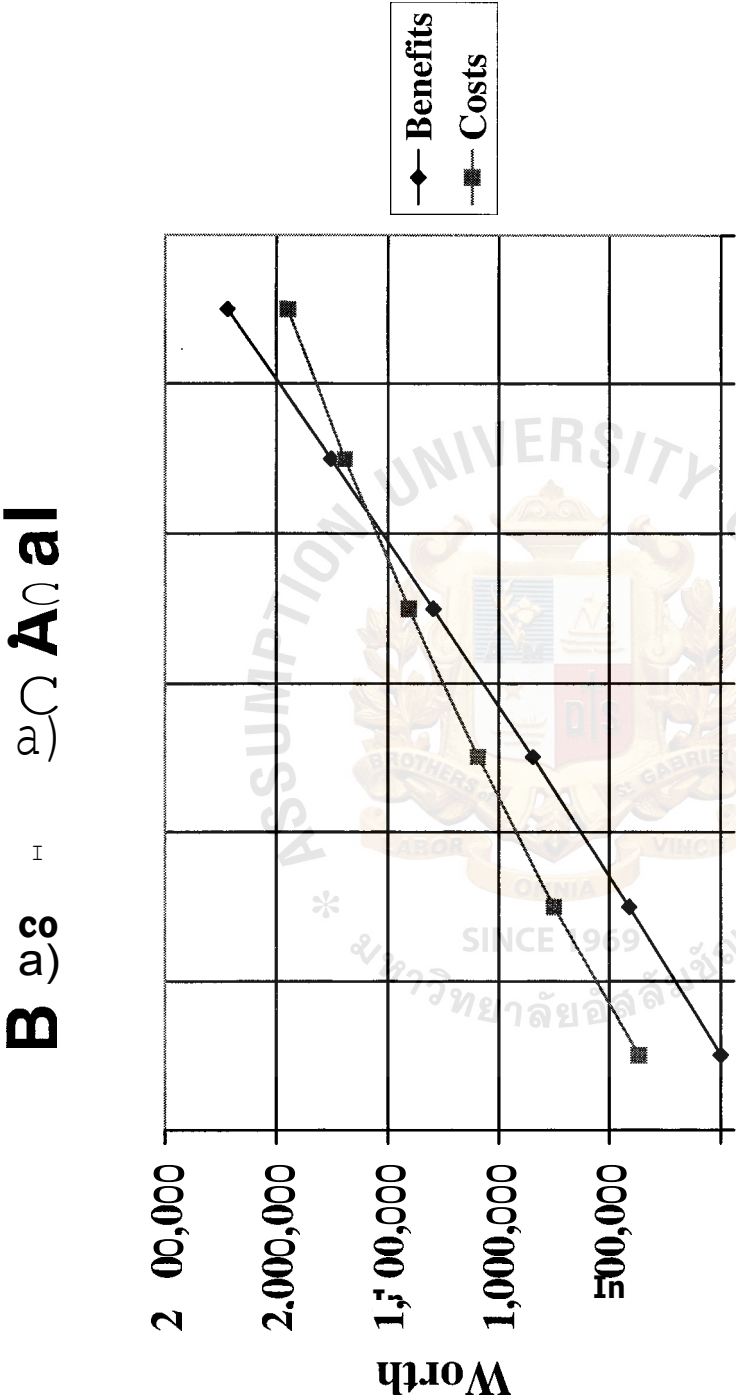
Figure 3-1: Break-Even Analysis

3.1.5 Baseline Project Plan

An implementation plan has been designed for the Shop Center on the Internet System to help developing a system within a specified time frame. Microsoft Project 2000 is used as a tool to create a project schedule in the form of a GANTT chart, which is simple horizontal bar chart that depicts project tasks against a calendar. Each bar in the GANTT chart represents an activity in the project. Those activities that can be decomposed until they cannot be further broken down, we call "work package". Work packages are the tasks that have to be implemented step by step to make project completion. The names of the tasks are listed vertically in the left-hand column and the horizontal axis represents a calendar timeline.

❶	Task Name	Duration
🏢	Write proposal	5 days
2	Proposal aproval by advisi	5 days
3	Proposal submission	1 day?
4	Survey the requirement	3 days
5	Dataflow design	2 days
6	Database design	3 days
7	Web page development	40 days
8	Meeting advisor for progre	40 days
9	Web page testing and debi	5 days
10	Write report	3 days
11	Final report review by adv	3 days
12	Final report submission	1 day?
13	Project examiniation	1 day?

Figure 3-2: Baseline Project Plan

3.2   To determine the user requirement

In this process of gathering information in order to design a proper system that can satisfy the user, the requirements are usually obtained from the users themselves. But for this project, there is no existing project for the developer. But there is one web that is similar to this project so developer learns the user requirement by registering to be a user of this web (tarad.com). So developer can know what users want and what should be extensive.

The user requirements are as follows:-

1. Interface of the web page should be well designed. (Easy to understand.)
2. The member price should be acceptable.
3. There should be statistics for both shop and customer.

3.3   To determine the system requirement

1. The system should have surety control in administration website by have an administrative login page.
2. The steps of system accessing should be menu driven, so users have no need to have many computer skills.
3. The interface should be well-designed, so users can use website easily.
4. A relational database should be implemented to the new system and attributes should be standardized in order to sustain data integrity and data manipulation rules.

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3.3.1 Data Flow Diagram of the Proposed System
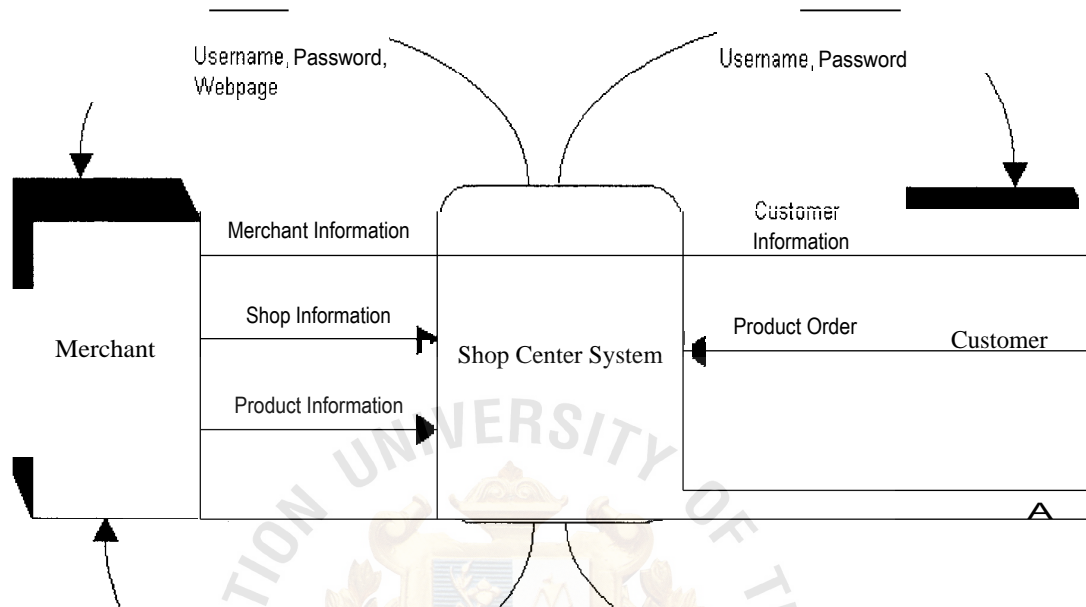
Figure 3-3: Context Diagram of Proposed System

Username, Password, Webpage

Username, Password

Merchant Information

Customer Information

Shop Information

Product Order

Merchant

Shop Center System

Customer

Product Information

Product Order, Statistic Reports

Product Information

Figure 3-4: Level-0 Data Flow Diagram of the Proposed System

From the proposed system, the Shop Center System can be divided into 6 main processes as follows:-

Process 1	Merchant Register
Process2	Build Shop
Process3	Edit Merchant/Shop Information
Process4	Customer Register
Process5	Search Shop and Product
Process6	Order Product

Process1:   Merchant Register

This process is first step for merchant to register as merchant user. Merchant has to fill his information and username/password in registration. If that username has already been used, another new username is required to re-enter again. (There is a checked username page to check the wanted username has already been used or not.)

Process2:   Build Shop

After registering as merchant user, merchant user has to login for the first time. After logging in, merchant has to choose the business type of his shop, enter name and detail of shop. And merchant can choose the admiring template (There is 4 templates available) of his shop. And merchant can create the selling product by entering product name, product category, product detail, amount in stock and price. Furthermore, merchant can upload for each product picture and the shop logo.

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Process3:   Edit Merchant/Shop Information

Merchant user can login to edit his information and his shop information. He can change his information (name, address, tel., e-mail address, bank account... etc.) and shop information (shop name, shop detail, add/edit/delete product). Merchant user also can change the admired template to new look (4 templates available).

Process4:   Customer Register

This process is for user who wants to buy products. Customer has to fill his information and choose his username/password in registration. If that username has already been used, another new username is required to re-enter again. (There is a checked username page to check the wanted username has already been used or not.)

Process5:   Search for Shop and Product

This process is a searching option; customer can search the wanted product by using this searching option. Customer can search by product name, shop name and business type.

Process6:   Order Product

When the customer has already chosen the wanted product (using shopping cart technique) he submits to buy. (Before final submitting, customer has to login already.) The system will send the order to the merchant and for the customer; system will send the order to be in the buy history.

3.3.2 Hardware and Software Requirement of the Proposed System

When we implement the proposed system, the hardware and software

requirement are required as follows:-

Hardware **Requirement**

- **File Server**

    - Intel Pentium 4 Processor 2.53 GHz

    - Mainboard (Intel Chipset)

    - VGA: ATI Radeon 7500 Pro (64MB)

    - 512 MB DDR RAM

    - 17" Flat Display Monitor

    - 40 GB Ultra 160 SCSI Hard Drive (2 Units for RAID-1)

    - 1.44 MB Floppy Disk Drive

    - 16X DVD-ROM Drive

    - Adaptec RAID Adapter for level-1 (Disk Mirroring)

    - 3COM NIC 10/100Mbps

    - Standard Keyboard

    - Logitech Wheel Mouse

    - Internal Tape Back-up

    - 40X12X48X CD-Rewritable Drive

- **Workstation**

    - Intel Celeron 1.7 GHz

    - Mainboard with 8MB VGA on board

    - 128 MB DDR-SD Ram

    - 1.44 MB Floppy Drive

- 40GB ATA-100 Hard Drive

- 40X CD-Rom Drive

- 15" Flat Display Monitor

- 3COM NIC 10/100Mbps

- Standard Keyboard

- Logitech Wheel Mouse

- **Peripheral**

    - HP LaserJet 6L

    - 3COM Office Connect 8Ports Switch 10/100Mbps

    - APC Smart UPS 1000VA

    - UTP CAT5 for LAN Cabling

Software Requirement

- **Operating System**

    - Microsoft Windows 2000 Server

    - Microsoft Windows 2000 Professional

- **Application and Database Software**

    - Microsoft Office 2000

    - Norton Antivirus (For Server and Client)

    - Macromedia Dream weaver

3.3.3 Network Configuration

Because our server has to be at the ISP to work efficiency, our client is also put near the server together. So this connection requires client-server architecture over the network that interconnects users and computers (resources).
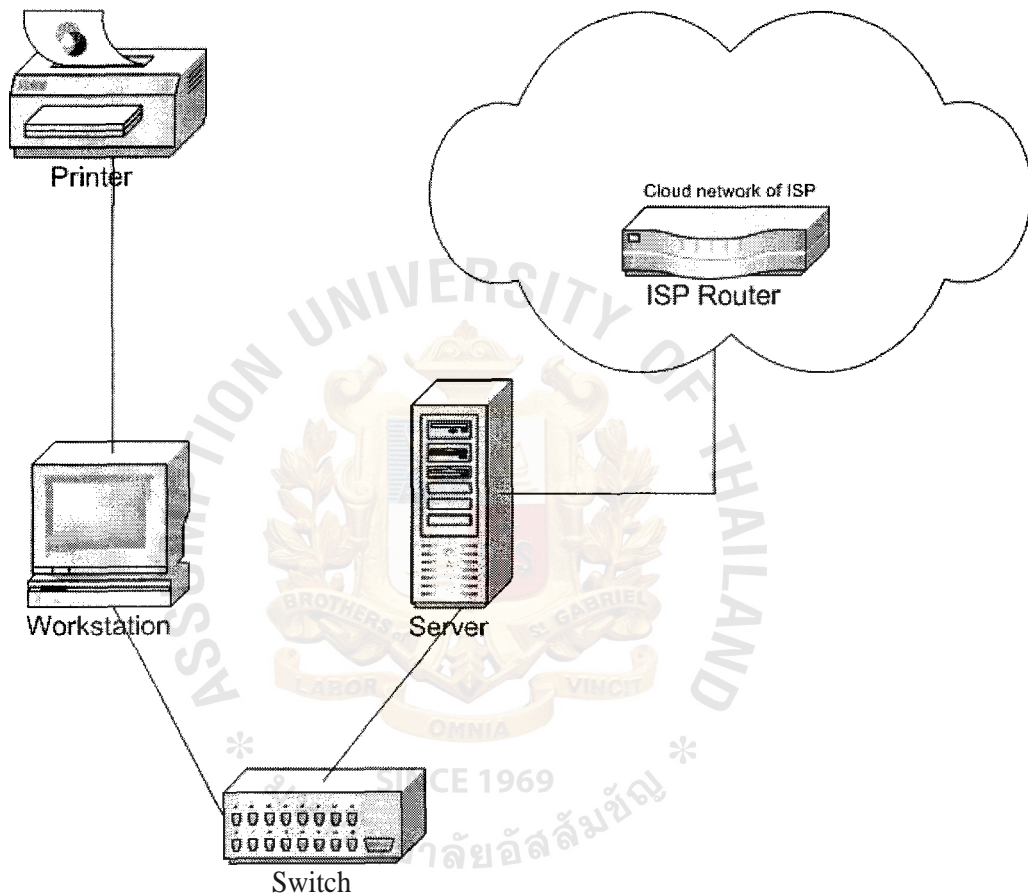
Figure 3-5: Network Configuration

3.3.4 Security and Controls

One of the most important considerations in the system development is security and controls. Security in computer is a very vital issue. Our system has the security and controls which have a great advantage over the competitors.

Considering the information consists of the customers, the prices and other information are very important to protect and examine the risk and threats involved.

The risk and threat to the computer system are unexpected or unfortunate situation that would interrupt the operations or cause a loss of opportunity in business. These risks and threats might include of lost of data, incorrect data, unauthorized access, damage the data fraud, disaster or disruption to system, etc.

Security Objective

The goal of computer security is to design the system to ensure that they are under control to maintain confidentiality, integrity and availability. Confidentiality means that the data or information of system such as editing any information is able for only the authorized users and the other can only be for reading, viewing or printing that information.

Integrity means that the data or information is always right, no data loss or wrong data by unknown reason. So in designing database process, system designer must be careful with the integrity rule. Availability means that data are accessible to authorized users all the time. The system should work on all time, and it should have the least down time.

The user authentication and manipulation should have been implemented so that the integrity, secret and availability of the assets of system are accessible and available only to the authorized users.

Controls are implemented to preserve confidentiality, integrity and availability. The controls are in place to prevent attacks and exploitation of the vulnerability of the Shop Center System. (For here, using the access control list at the router of ISP)

Shop Center System in security and controls is managed by the following proposed methods that are recommended as follows:-

1. Data entry must follow the procedure and format.

2. The format for each page should include a proper heading, the data prepared for easy understanding.

3. The distribution of information/statistics should be controlled to ensure that they are sent to the proper destination.

4. Authorized persons only have the permission to access the system. A password is provided to the users and kept in the program to ensure that the authorized users have access to the system.

5. To prevent loss of data during a power failure, and UPS (Uninterrupted Power Supply) is recommended.

6. To prevent loss of data caused by the broken hard drive, RAID-1 system is implemented. (Disk Mirroring)

3.3.5 Database Design

Database design is concerned with the related and important data used in the system. The proposed system uses the concept of Relational Database Management System (RDBMS) to create database structure.

The objectives of the database design are as follows:-

1. To reduce data duplication and redundancy.

2. To store, update and retrieve the required data efficiency.

3. To improve data quality; such as shareable data so anyone can access the data the same time.

4. To improve data security and prevent unauthorized access to data.

5. The information obtained from the stored data, is in an easy useful form for managing, planning and controlling.

When we use the concept of RDBMS to design the database, we must consider the data and find out the relationship. We keep the data in a series of tables that are related to each other via the key. The popular model to design database is called as Entity Relationship Model (ER-Model). This model diagram depicts the data in terms of the entities and relationship described by the data.

In designing the database, system analyst will use the normalized technique to reduce the redundancy of data.
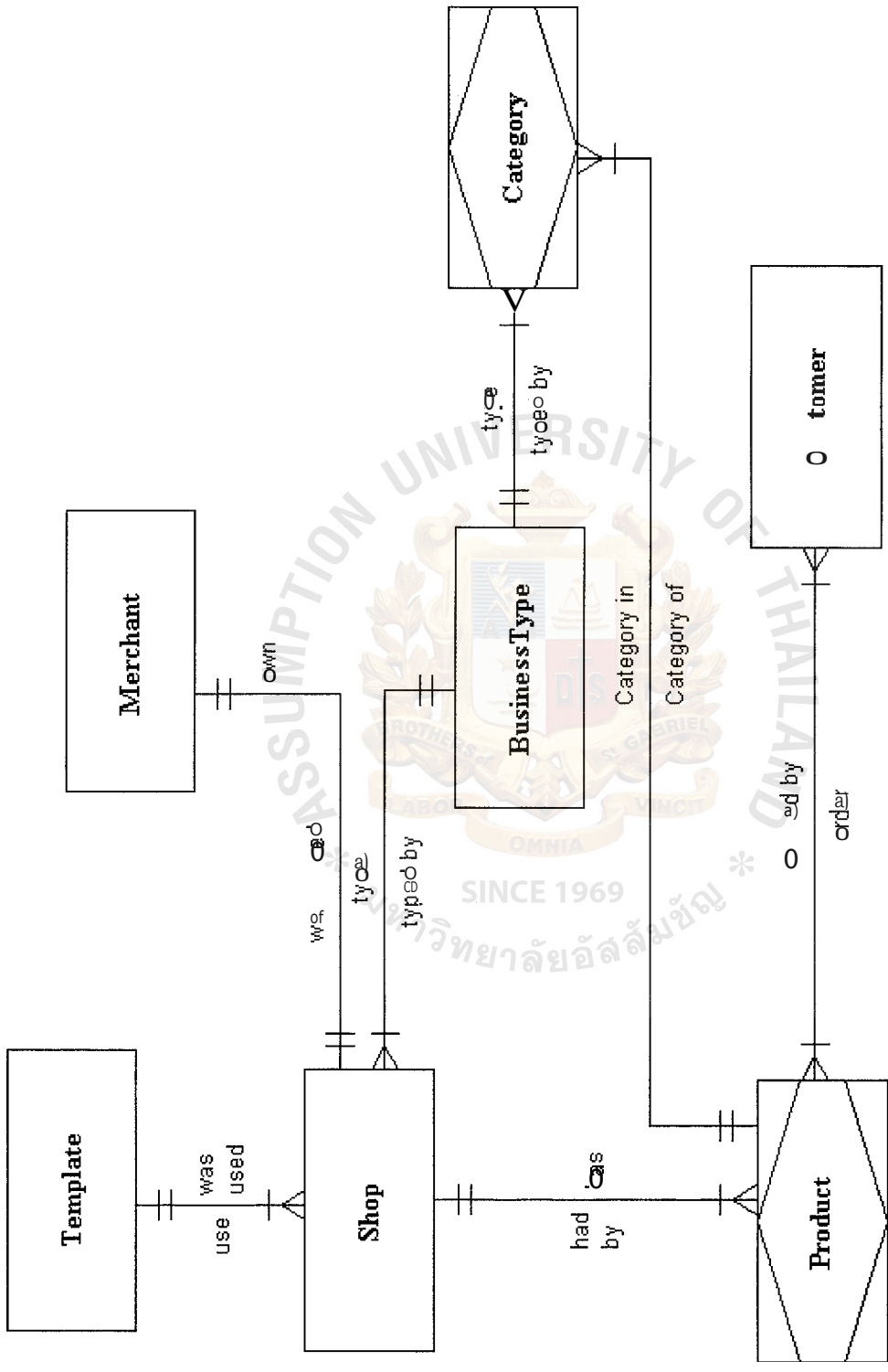
Figure 3-6: Entity Relationship Model of the proposed system

Order

Detail

Store Detail

Add/Update/Delete Product

Edit Store Page

Figure 3-7: Interface Structure

3.4   To design the logical and physical design

<u>**Input Design**</u>

For the input screen design, graphical user interface ("GUI") is used for most applications being developed today. Not only GUI designs provide a more user friendly interface, they also more design issues that must be considered. The GUI components such as text box, radio button, combo box, etc. should be considered for each data attribute that will be input on our screens. The good-designed screens will satisfy the user to use, and reduce the missing input.

<u>**Output Design**</u>

For the output screen design, we have to know what the information is required for each output screen. The output requirements are the information that must be the result from the input requirement that can generate the report which supports the management for a better and proper decision making. The various reports and statistics are as follows:-

Merchant

- The three most bought user (in term of unit and worth)

- Statistics of depositing banner in another web. (hit to access, hit to buy the product)

  Customer

- Order History

The output design is one of vital issue. Because good output design will provide the right information to users, and they can use that information to make a right decision.

The criteria of making good report includes such factors as the right amount of reports, at the right time with the right information to the right person. The reports appear in a good format that is easy to understand.

Each report begins with a report header and report title that identifies each report. Other identifiers, such as the date and the page number are also available in the report footer.

The body of the report is divided into columns and rows. Column header near the top of each page or screen identifies the field displayed in each column. Each row holds a single detail line that displays the appropriate field values. All information in the report must be accurate and up-to-date, and this is the major purpose of this system.

The screen design is at this step. The logical model of the system is converted to the physical model, e.g. how information is to be arranged on a display screen used for a particular purpose, such as to enter a particular type of order transaction. The format shows the fixed descriptive text or other information provided to guide the user, and identifies the areas on the screen into which data may be entered.

The use of screen design is handled by the menu selection. The main menu for the user is divided into submenu for selecting.

3.5 System Implementation

1.   System Development Tool

In the proposed system, Microsoft Access 2002 has been chosen to be the database. The software is easily used and maintained. Therefore, MS Access is able to manipulate a number of databases.

2.   Installation

Installation

First, Web Server and workstation have to configure to the network. After that,

the software (web application) would have to be installed on the web server. The

operating system and the application required on the server and workstation are as

follows:-

Table 3-6: Software installation on Server & Workstation

	Server	Workstation
Operating System	- Microsoft Windows 2000 Server	- Microsoft Windows 2000 Professional
Application Software	- Microsoft Office XP - Shop Center Web Application	- Microsoft Office XP - Macromedia Dream Weaver
Antivirus Software	- Norton Antivirus (For Server)	- Norton Antivirus (For Workstation)

3.   Testing

When the Shop Center system is ready and the system implementation is also

provided, the testing is required to ensure that system works properly and ready to

launch for commercial.

There are 2 parts of testing which is classified as follows:-

1)   Network Testing

2)   Application Testing

Testing the running application to ensure that there is no mistake or error in the application. Testing has to verify with the sufficient amount of files. The system testing involves in testing the performance of the system also.

CHAPTER 4

COMPARE WITH TARAD.COM

This chapter will show the comparable with the similar web page (tarad.com) by using **SWOT** analysis which is strength, weakness, opportunity and threat.

4.1 Why use SWOT?

SWOT Analysis is a very effective way of identifying your Strengths and Weaknesses, and of examining the Opportunities and Threats you face. Carrying out an analysis using the SWOT framework will help you to focus your activities into areas where you are strong, and where the greatest opportunities lie.

4.2 How to use the tool?

To carry out a SWOT Analysis write down answers to the following questions. Where appropriate, use similar questions:

Strengths:

- What are your advantages?

- What do you do well?

- What do other people see as your strengths?

Weaknesses:

- What could you improve?

- What do you do badly?

- What should you avoid?

Opportunities:

- Where are the good opportunities facing you?

- What are the interesting trends you are aware of?

Threats:

- What obstacles do you face?

- What is your competition doing?

- Are the required specifications for your job, products or services changing?

- Is changing technology threatening your position?

- Do you have bad debt or cash-flow problems?

Titles	Shopping Center System	Tarad.com
1.Strengths	Statistics for shops (most 3 bought users, sold amount and deposited banner) - Each merchant user has 20MB storage of shop. (around 400 products with pictures can be shown) The fee is cheap enough to encourage for decision to register. (750 Baht/Year)	Has more completed service system (e-mail, same user atthasecondhand.com, PALM/WAP edition)
2.Weaknesses	Not completed service system (no e-mail) We do not have much fund to promote. Our name maybe unreliable in the early time.	The register fee is quite high (2500 -6500 Baht for the first year) - No sold statistic for merchant.
3.Opportunities	This business field is expanding. And there is still only one commercial web now.	
4.Threats	Tarad.com might add our feature recently in their system and wipe out our market that we achieve.	

Table 4-1: SWOT analysis

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This chapter has concluded the problems that have occurred during the system implementation & the recommendation of the system development to guide for developing the other Information System.

5.1   Conclusion

By implementing the proposed system results in the web application that can be the center of shops on the Internet. This shop center system can work as the center between merchants and customers. So selling and buying are easier than opening the shop alone on the Internet. Merchants can open their shops easily and customers can select and buy for the wanted product. An intangible benefit of the system will be in the time saved by reducing the time to find the shop/product on the wide world of Internet.

During system development, there are several problems which have been found as follows:-

1.   Problem during studying & analyzing the system

Because there is no existing system, it is difficult to know what there should be. But there is a similar system which is workable now (tarad.com). So developer just knows a little about the system, and developer has to design all of new system by understanding. So it might not cover all of the things that system should have.

2.   No documentation of the system including Data Flow Diagram, E-R diagram, Table & the description of fields, so extra time is required.

5.2 Recommendations

1.   We should have as much alliance as possible. Because our system is new in

the market.

5.3   Trend to improve the system

1.   The proposed system is still not quite secure with the uncomplicated

encryption technique.

2.   Improve searching option and smartness.

3.   Merchant user should be able to edit the template.

4.   There should be more register fee rates for the user. (Different services also)

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APPENDIX A

DATABASE DESIGN

Table 1: TbBusinessType				
No.	Field Name	Data Type	Size	Description
1	**BusID**	Number	Long Int	Business ID
2	BusName	Text	50	Business Name
3	BusDesc	Text	200	Business Description
4	BusPic	Text	50	Business Picture (Location)

Table 2: TbCategory				
No.	Field Name	Data Type	Size	Description
1	**CateID**	Number	Long Int	Category ID
2	**BusID**	Number	Long Int	Business ID
3	CateName	Text	50	Category Name
4	CateDesc	Text	200	Category Description

Table 3: TbMerchant				
No.	Field Name	Data Type	Size	Description
1	**MID**	Number	Long Int	Merchant ID
2	Gender	Text	6	Gender
3	FName	Text	20	First name
4	LName	Text	35	Last name
5	Address	Text	80	Address
6	Province	Text	20	Province
7	PostCode	Text	5	Post Code
8	Tel	Text	11	Telephone Number
9	Fax	Text	11	Fax Number
10	Email	Text	30	E-mail address
11	Username	Text	15	Username
12	Passwd	Text	20	Password

Table 4: TbShop				
No.	Field Name	Data Type	Size	Description
1	**ShopID**	Number	Long Int	Shop ID
2	ShopName	Text	40	Shop Name
3	ShopDesc	Text	200	Shop Description
4	Logo	Text	50	Shop logo
5	*TempID*	Number	Long Int	Template ID
6	*BusID*	Number	Long Int	Business ID
7	*MID*	Number	Long Int	Merchant ID
8	NumOfProd	Number	3	Number of product
9	URL	Text	50	URL of shop

Table 5: TbProduct				
No.	Field Name	Data Type	Size	Description
1	**PID**	Number	Long Int	Product ID
2	**ShopID**	Number	Long Int	Shop ID
3	PName	Text	50	Product Name
4	PDesc	Text	200	Product Description
5	Picture	Text	50	Picture
6	Price	Number	Long Int	Product Price
7	Stock	Number	Long Int	Number in stock
8	ShipCost	Number	Long Int	Shipping cost
9	Min	Number	Int	Minimum number to add more stock
10	*CateID*	Number	Long Int	Category ID
11	*BusID*	Number	Long Int	Business ID
12	LastUpdate	Date/Time	-	Last update time
13	NumOfReserve	Number	Int	Number of reserved order

Table 6: Tb Cart

No.	Field Name	Data Type	Size	Description
1	*PID*	Number	Long Int	Product ID
2	*ShoID*	Number	Long Int	Shop ID
3	**CartID**	Text	50	Cart ID (session ID)
4	CartDate	Date/Time	-	Cart date
5	CartTime	Date/Time	-	Cart Time
6	Unit	Number	Long Int	Number of ordered product
7	Price	Number	Long Int	Price of ordered product
8	ShipCost	Number	Long Int	Shipping Cost

Table 7: TbCustomer

No.	Field Name	Data Type	Size	Description
1	**CusID**	AutoNumber	Long Int	Customer ID
2	Gender	Text	6	Gender
3	FName	Text	50	First Name
4	LName	Text	50	Last Name
5	Address	Text	80	Address of Customer
6	Province	Text	20	Province
7	PostCode	Text	5	Post Code
8	Tel	Text	11	Telephone Number
9	Fax	Text	11	Fax Number
10	Email	Text	30	E-mail address
11	Username	Text	15	Username
12	Passwd	Text	20	Password

Table 8: TbOrder				
No.	Field Name	Data Type	Size	Description
1	**_PID_**	Number	Long Int	Product ID
2	**_CusID_**	Number	Long Int	Customer ID
3	**_ShopID_**	Number	Long Int	Shop ID
4	**OrderID**	Text	50	Order ID
5	OrderDate	Date/Time	-	Date of Order
6	OderTime	Date/Time	-	Time of Order
7	Unit	Number	Long Int	Number of ordered product
8	Price	Number	Long Int	Price of ordered product
9	ShipCost	Number	Long Int	Shipping Cost
10	Paid	Yes/No	-	Paid flag (Merchant)
11	Cancel	Yes/No	-	Cancel flag (Merchant)
12	Receive	Yes/No	-	Receive flag (Customer)

Table 9: TbTemplate				
No.	Field Name	Data Type	Size	Description
1	**TempID**	Number	Long Int	Template ID
2	TFilename	Text	50	Template Name
3	TempDesc	Text	200	Template Description

Table 10: TbLockIP				
No.	Field Name	Data Type	Size	Description
1	Ip	Text	50	IP address (Vote)
2	Dtnow	Number	Long Int	Time (of vote)

Table 11: TbMailList				
No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	Email	Text	50	E-mail address

Table 12: TbStAmountOrder				
No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	theMonth	Number	Integer	Month
3	theYear	Number	Integer	Year
4	AmountOrder	Number	Long Int	Amount of order (money)

Table 13: TbStAmountSale				
No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	theMonth	Number	Integer	Month
3	theYear	Number	Integer	Year
4	AmountSale	Number	Long Int	Amount of sale (money)

Table 14: TbStSumOrder				
No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	theMonth	Number	Integer	Month
3	theYear	Number	Integer	Year
4	SumOrder	Number	Long Int	Sum of order (piece)

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Table 15: TbStSumSale

No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	**theMonth**	Number	Integer	Month
3	**theYear**	Number	Integer	Year
4	SumSale	Number	Long Int	Sum of sold (piece)

Table 16: TbStCusAmount

No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	*CusID*	Number	Long Int	Customer ID
3	**theMonth**	Number	Integer	Month
4	**theYear**	Number	Integer	Year
5	Amount	Number	Long Int	Amount (sum of money)

Table 17: TbStCusSum

No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	*CusID*	Number	Long Int	Customer ID
3	**theMonth**	Number	Integer	Month
4	**theYear**	Number	Integer	Year
5	SumProd	Number	Long Int	Sum of Product (piece)

Table 18: TbStBanner1

No.	Field Name	Data Type	Size	Description
1	**ClientIP**	Text	50	Client IP
2	*ShopID*	Number	Long Int	Shop ID
3	**theDate**	Date/Time	-	Date
4	**theTime**	Date/Time	-	Time
5	Url	Text	50	From URL address

**Table 19: TbStBanner2**
No.	Field Name	Data Type	Size	Description
1	*ShopID*	Number	Long Int	Shop ID
2	Url	Text	50	URL address
3	theMonth	Number	Integer	Month
4	theYear	Number	Integer	Year
5	Sum	Number	Long Int	Sum of hit

**Table 20: TbStBanOrder**
No.	Field Name	Data Type	Size	Description
1	ClientIP	Text	50	Client IP
2	*ShopID*	Number	Long Int	Shop ID
3	theDate	Date/Time	-	Date
4	theTime	Date/Time	-	Time
5	Url	Text	50	URL address

**Table 21: TbAccount**
No.	Field Name	Data Type	Size	Description
1	*MID*	Number	Long Int	Merchant ID
2	AccountNo	Text	13	Account Number
3	BankName	Text	25	Bank Name

**Table 22: TbStGenBan1**
No.	Field Name	Data Type	Size	Description
1	ClientIP	Text	50	Client IP address
2	theDate	Date/Time	-	Date
3	theTime	Date/Time	-	Time
4	URL	Text	50	URL address

Table 23: TbStGenBan2				
No.	Field Name	Data Type	Size	Description
1	URL	Text	50	URL address
2	theMonth	Number	Integer	Month
3	theYear	Number	Integer	Year
4	Sum	Number	Long Int	Sum of hit

Table 24: TbStGenBanOrder				
No.	Field Name	Data Type	Size	Description
1	ClientIP	Text	50	Client IP address
2	theDate	Date/Time	-	Date
3	The Time	Date/Time	-	Time
4	URL	Text	50	URL address
5	Type	Text	1	Type (M: merchant, C: customer)

APPENDIX B

MERCHANT SECTION

Shopping Center Onlir

หน้าแรก   นค้า   ลูกค้า

สมัครเปิดร้านใหม่   จัดตั้งร้า   ดสินค้าในตะกร้า

ค้นหา (search) :   สินค้าตามชื่อสินค้า ▾ **ค้นหา**

แบบสอบถาม

ร้านค้าทั้งหมด	7	**คอมพิวเตอร์ ไอที (6)**
นค้าทั้งหมด	10	การ์ด, กล้องดิจิตอล,
ผู้เยี่ยมชม	127	คอมพิวเตอร์ทั้งชุด,

หนังสือและเครื่องเ inn (4)
Books Magazine, เครื่องเขียน,
111E1, อื่นๆ
บริการ,

จัดการร้านค้า
Via : _____
: _____
Login
ลืมรหัสผ่าน

QUO/และบันเทิง (0)
₃ CD, DVD, LD, Tape, VCD,

ที่อ อาศัย เฟอร์นิ จอร์ (0)
คอน   อพาร์ตเมนท์,
บ้าน, เฟอร์นิ จอร์, เฟอร์นิ จอร์สำ
งาน, ...

สุขภาพและอาหาร (0)
ผลิตภัณฑ์ การเกษตร, เวชภัณฑ์
เภสัชกรรม, อาหาร, อาหารเสริม,
อื่นๆ หรือ บริการ, ...

Ink)
:
รหัสผ่าน :
Login

ของเก่า ของเล่น งานฝีมือ (0)
เกมส์ อุปกรณ์, ของเก่า, ของเล่น,
ของสะสม, เครื่องเล่นสำหรับเด็ก,

เครื่องมือ เครื่องใช้

สัตว์เลี้ยงและต้นไม้ (1)
ต้นไม้,

เสื้อผ้า แต่งกาย
(0)
        เครื่องประดับ,
นาฬิกา,

Fa) ท่องเที่ยว (0)
กอล์ฟ, กรยาน, กปลา,   ปืน,

อุปกรณ์สื่อสาร (0)
PCT, Simcard,

ₑเล็กทรอนิกส์

r คุณภาพสินค้า
r บริการหลังการขาย
c
411

r อื่นๆ...
โหวด   tpatmin

■ Seng's Computer
Store

Figure B-1: First Page

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สมัครสมาชิกส่วนผู้ประกอบกา

		บุก
คำนำหน้าชื่อ (Gender)*		
ชื่อ (First Name)*		กระแสร์
นามสกุล (Last Name)*		วงสวัสดิ์
ที่อยู่ (Address)*		70/1 ถ.เสรีไทย คลองจัน
จังหวัด (Province)*		กรุงเทพมหานคร
รหัสไปรษณีย์ (Past Code		10240
โทรศัพท์ (Tel. Number)*		0-6882-9630
(Fax Number)		
E-mail"		jsawas@hotmail.com

ข้อมูลการ Login ของผู้ประกอบการ

(Username)*	keng007
	ตรวจสอบชื่อ User Name ที่จะใช้
(Password)*	
รหัสผ่านอีกครั้ง (Password Again)*	

ยืนยันกา   ร   ล้างข้อมูลทิ้งหมด

<< กลับไปหน้าหลัก

Figure B-2: Merchant Register Page

ตรวจสอบ User Name

ท่านสามารถใช้ Username : keng007

(user]
name)   ตราวจสอบ

Figure B-3: Check Username Page

แก้ไขข้อมูลส่วนตัว จัดการข้อมูลร้านค้า แก้ไขเลขบัญชีธนาคาร จัดการสินค้า a mail ถึงกลุ่มลูกค้า ตรวจสอบการสั่งสินค้า ดสถิติ ออกจากระบบ

ยินดีต้อนรับคุณ keng007

ข้อมูลส่วนตัว
ชื่อ-นามสกุล :
ที่อยู่ :   7011 n   1314nti1   n54triviialmue510240
เบอร์โทรศัพท์ :   0-6882-9630
เบอร์โทรสาร :
E-mail Address :   wongsawas@hotmail.com

ถ้าต้องการสร้าง นค้ากรุณา click ที่นี่

แก้ไขข้อมูลส่วนตัว จัดการข้อมูลร้านค้า   จัดการสินค้า ส่ง mail ถึงกลุ่มลูกค้า   ดูสถิติ ออกจากระบบ

Figure B-4: Managing page (After login)

การจัดการข้อมูลร้านค้า

ประเภท
ธุรกิจ*   หนังสือและเครื่องเขียน

ชื่อร้าน
ค้า*   Keng Book Shop

ราย
ละเอียด

Logo
(557x
80
pixels)

(ขนาด
ไฟล์ไม่
เกิน 50
kb)   C:\Documents and Settings \Administrator' Browse..
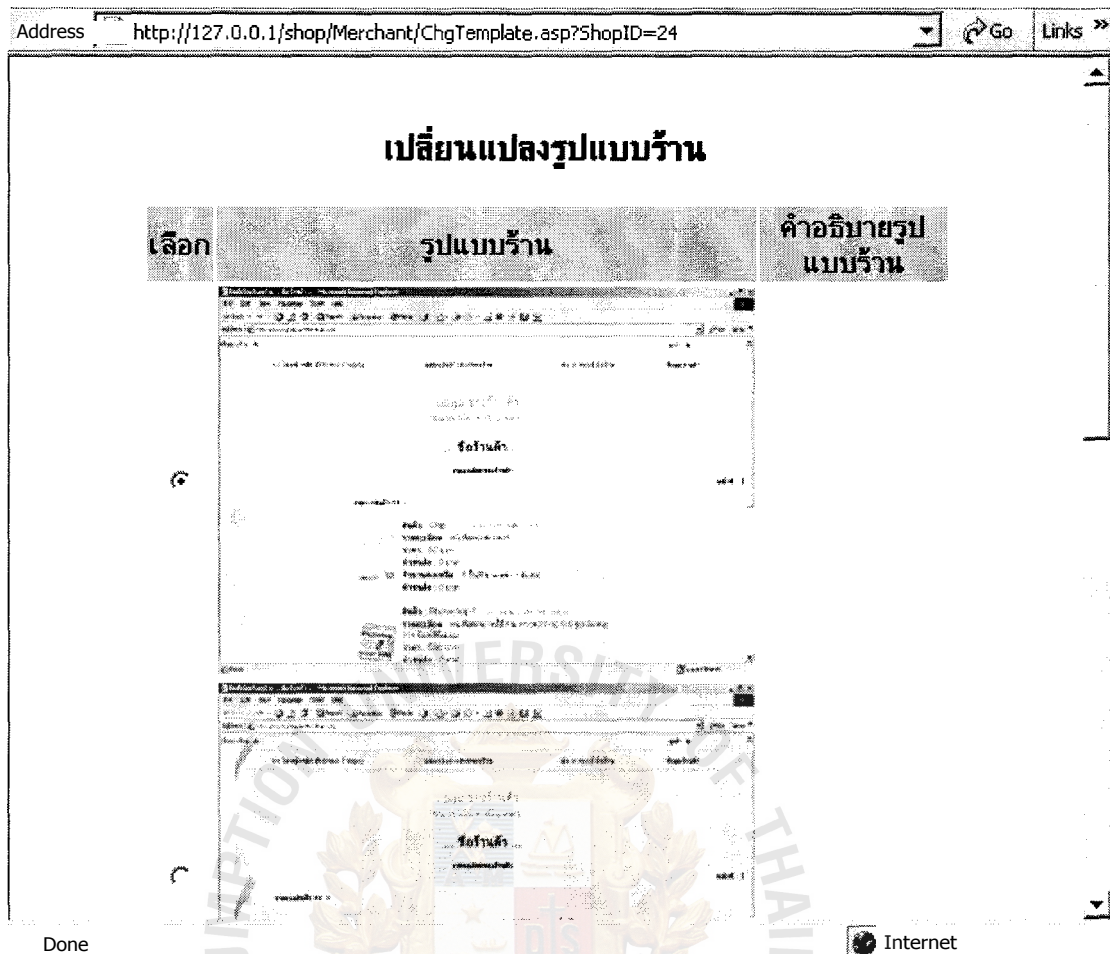
Figure B-5: Setting up for shop

Figure B-6: Change template

เลขบัญชีธนาคารที่ลูกค้าสามารถโอนเงินให้ได้

กรุณาเลือกธนาคาร และกรอกเลขบัญชี (เช่น : 123-4-56789-0) ที่ลูกค้าสามารถโอนเงินให้ เมื่อต้องการชำระเงินค่าสินค้าที่สั่งซื้อ

ระบบจะอนุญาติให้ท่านมีเลขบัญชีธนาคาร ได้ทั้งหมดไม่เกิน 10 หมาย

* ————————

เลขบัญชีธนาคาร *[   ]

[ยืนยันการเพิ่ม]   [ยกเลิกการเพิ่ม]

<< กลับไปยังหน้าหลักของส่วน

510 รายการบัญชีธนาคารทั้งหมด ของร้าน

ชื่อธนาคาร	(411	แก้ไข	ลบ
ธนาคารกรุงเทพ	156-4-89337-6	▧	⬚
ธนาคารกสิกรไทย	110-2-65693-4	▧	⬚
	012-8-34155-3	▧	⬚

Figure B-7: Add/Edit/Delete bank account

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ร้าน

ประเภทสินค้า *   Books Magazine z

ชื่อสินค้า *   Men are from Mars, W

รายละเอียด   ผู้ชายมาจากดาวอังคาร ผู้หญิงมาจากดาวศุกร์

รูปภาพสินค้า (90
x 90 pixel)
(ขนาดไฟล์ไม่   E:\Pics\ cover\18.jpg   Browse...
เกิน 50 kb)

      (บาท/ชิ้น) * 199

41711441   1 5

จำนวนคงเหลือ *   10

จำนวนน้อ

(ti-aมไ่ให้เตือนไม่   3

<<

Figure B-8: Add product to shop

APPENDIX C

CUSTOMER SECTION

รสมาชิกส่วนลูกค้า

คำนำหน้าชื่อ (Gender)*

ชื่อ (First Name)*   เสถียร

นามสกุล (Last Name)*   วงเจริญ

ที่อยู่ (Address)*   112 ถ.พระราม9 ดิ**WO**

จังหวัด (Province)*   กรุงเทพมหานคร

รหัสไปษณีย์ (Post Code)*   1 0300

ศัพท์ (Tel. Number)*   0-1344-3950

โทรสาร (Fax Number)

sathian_w@hotmail.c

a (Username)*   sathian
                          ตรวจสอบชื่อ User Name ที่จะใช้

รหัสผ่าน (Password)*

รหัสผ่านอีก   (Password
Again)"

ยืนยันกา   ล้างข้อมูลทั้งหมด

<<

Figure C-1: Customer Register Page

58

ตรวจสอบ User **Name**

Username : sathian   n   เลือก Username

(user
name) :   **ตรวจสอบ**

Figure C-2: Check username

Shopping Center Online

หน้าแ in

Login **เพื่อจัดการข้อมูลส่วนตัวลูกค้า**

อลกค้า
(Username) : sathian
รหัสผ่าน (Password)

*ตัวเล็กตัวใหญ่มีผลต่างกันนะ

| **Login** | ลืมรหัสผ่าน |

<<   >>

<< กลับไปหน้าหลัก

Figure C-3: Customer Login Page

แก้ไขข้อมูลส่วนตัว   ออกจากระบบ

ยินดีต้อนรับคุณ sathian เข้าสู่ระบบ

ข้อมูลส่วนตัว
นามสกุล
                        112 ถ.พระราม9 ดินแดง   กรุงเทพมหา
                        น ร 10300

เบ
                    sathian_w@hotmail.com

Figure C-4: Managing Page (After login)

ข้อมูลเกี่ยวกับลูกค้า
             (Gender)"
ชื่อ (First Name)*
นามสกุล (Last Name)"   วงเจริญ
ที่อยู่ (Address)"   112 ถ.พระราม9 ดินแดง
จังหวัด (Province)"   กรุงเทพมหานคร
รหัสไปรษณีย์ (Post Code)"   10300
โทรศัพท์ (Tel. Number)"   0-1301-3950
โทรสาร (Fax Number)
E-mail*   sathian_w@hotmail.c
  e (Username)   sathian

                ยืนยันการแก้ไข

        <<   เปลี่ยน รหัสผ่าน

Figure C-5: Edit information page

ไปหน้าหลัก (Home Page)   สมัครรับข่าวสารของร้าน   ส่ง e-mail ถึงร้าน   atiaia15ni   cm:jaïmg)

Seng's Computer Store

: 1

รายการสินค้า >> (5)

ตะกร้า   🛒 ใส่ตะกร้า   🛒 ใส่ตะกร้า

สินค้า : Memory Strick 32 MB   **สินค้า** : Sony   31441 : Ram 128-MB

LastUpdate 24/1/2546 22:56:08   LastUpdate:22/12/25rt 19 23:32   LastUpdate 05/3*/05 45 5:01 :

รายละเอียด : 1111F W,เมจาสำหรับ   **รายละเอียด** : 3.1 MPixel 3 zoom   **รายละเอียด**
ปกรณ์อิเล็คทรอนิคของ Sony   optical 4 AAA/Baterry

ราคา : 750 inn   **ราคา** : 25900 inn   11%1: 1500 inn

ค่าขนส่ง : 0 Inn   : 30 inn   **ค่าขนส่ง** : 0 inn

จำนวนคงเหลือ : 1 ชิ้น/อัน   **จำนวนคงเหลือ** : 0 ชิ้น/อัน   : 1 ชิ้น/อัน
(จองแล้ว 0 ชิ้น/อัน)   (จองแล้ว 1 ชิ้น/อัน)   (จองแล้ว 1 ชิ้น/อัน)

Figure C-6: Shop Page

ไปหน้าหลัก (Home Page)   สมัครรับข่าวสารของร้าน   ส่ง e-mail ถึงร้าน   สถิติของร้าน   ข้อมูลร้านค้า

Seng's Computer Store

Figure C-7: Menu on the top of Shop

ใส่ตะกร้า

ท. MFixel 3 ZUUI
optical 4 AAA/Batery
51W 1 : 25900 บาท
ค่าขนส่ง : 30 บาท
จำนวนคงเหลือ O ชิ้น/อัน (จองแล้ว:1 อัน)
gin : Seng's Computer Store

สินค้า : Ram 128 MB

รายละเอียด :
1101 : 1500 บาท
ค่าขนส่ง : 0 Inn
จำนวนคงเหลือ : 1 ชิ้น/อัน (จองแล้ว:1 In/อัน)
     Seng's Computer Store

ใส่ตะกร้า

สินค้า : MS OfficeXP

รายละเอียด :
ราคา : 5500 บาท
ค่าขนส่ง : 0 บาท
จำนวนคงเหลือ : 3 ชิ้น/อัน (จองแล้ว:3 ชิ้น/อัน)
: Seng's Computer Store

ใส่ตะกร้า

Figure C-8: Click at "ใ ะกร้า" to add to cart to order

สินค้าในตะกร้าของท่าน

หมายเหตุ :   ระบบจะทำการปรับจำนวนที่ท่าน งให้เท่ากับจำนวนคงเหลืออย่างอัตโนมัติ

au	ชื่อร้านค้า	ชื่อสินค้า	11411	ค่าขน 4	จำนวน	รวม
r	Seng's Computer Store	MS OfficeXP	5500	0		5500
l	As Book Store	Chip	80	0		80
					รวม	5580

คำนวณราคาสินค้าใหม่

Figure C-9: Shopping cart

Login

ชื่อลูกค้า (Username   sathian
รหัสผ่าน (Password) _____

*   ญ่มีผลต่างกันนะ

| Login | <<   >>

<< กลับไปหน้าหลัก

Figure C-10: Login to order

http://127.0.0.1/shop/SendOrder.asp   Go Links

... **รายการสินค้า**ที่คุณ sathian

ท่านสามารถตรวจสอบการสั่งสินค้าของท่านผ่านทาง e-mail address ที่ท่านให้ไว้กับระบบ หรือ Login เข้าระบบก็ได้

| << | ออกจากระบบ (Log out) |

Figure C-11: Order completed

แบบสอบถาม

○ คุณภาพสินค้า
○ บริการหลังการขาย
◉ ความน่าเชื่อถือของร้าน
ค้า
○ มีหน้าร้านจริง
○ ราคาถูกกว่าทั่วไป
○ อื่นๆ...

ดูผลโหวต

Figure C-12: Poll to vote

คุณคิ   อะไร บีนปัจจัยที่จะทำให้ร้านค้าขายสินค้าผ่าน Internet
41 วประสบความสำเร็จ?

คุณภาพสินค้า	1 คน	0.00%
บริการหลังการ ขาย	3 AU	30.00%
ความน่าเชื่อถือ ของร้านค้า	5 ค	50.00%
มีหน้าร้านจริง	0	.00%
ราคาถูกกว่าทั่ว ไป	1 คน	10.00%
อื่นๆ...	0 คน	.00%

รวมคนโหวต 10 Au

Figure C-13: Vote Result

APPENDIX D

STATISTIC SECTION
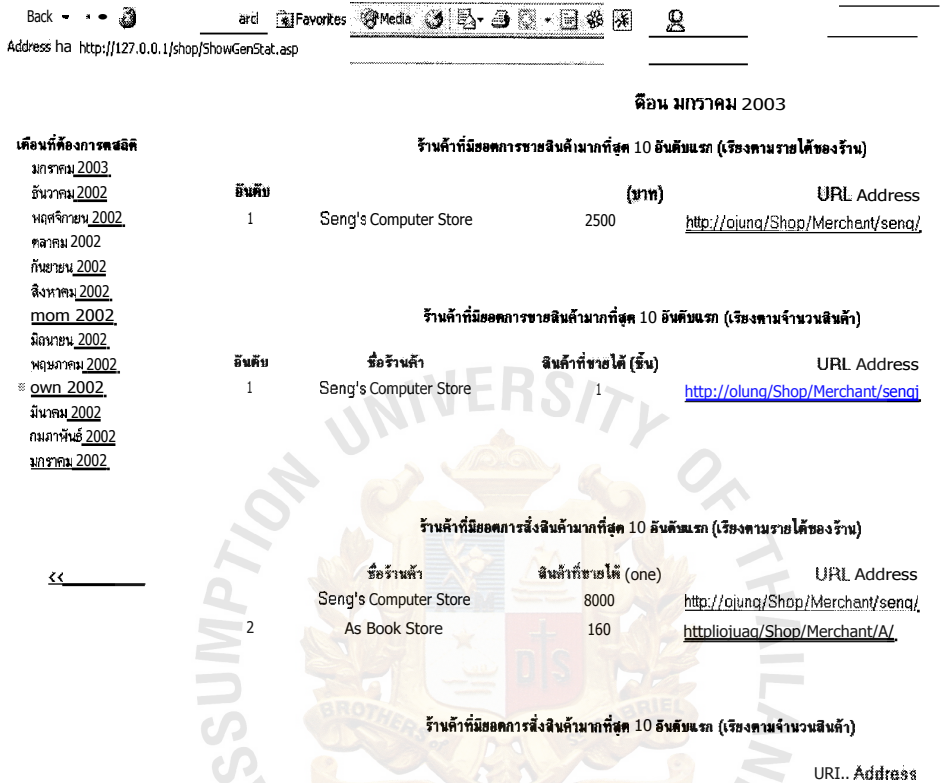
Figure D-1: 10 Best seller shops (For each month)

สถิติการฝาก banner ของศูนย์การค้าออนไลน์ ประจำเดือน มกราคม 2003

	web site ที่ไปฝาก	จำนวนคนที่เข้า	จำนวนคนที่สมัครสมาชิก	ประสิทธิภาพ
1	thaiware.com	3	จำนวนผู้ที่รับฝาก 0 / จำนวนผู้ดูแลร้านค้า 0	0%
2	hunsa.com	3	จำนวนผู้ที่รับฝาก 1 / จำนวนผู้ดูแลร้านค้า 0	33.33 %
3	sanook.com	2	จำนวนผู้ที่รับฝาก 1 / จำนวนผู้ดูแลร้านค้า 0	50.00 %

<<กลับไปยังหน้าหลัก

Figure D-2: Statistic of depositing banner in the other web (Shop Center)

สถิติการสั่งซื้อสินค้า ของร้าน Seng's Computer Store
ประจำเดือน 2002

ลูกค้าที่ซื้อสินค้าจากร้านมากที่สุด 3 Wynn (เรียงด มราคารวม)

อันดับ		สินค้าที่ซื้อไป (mu)	E-mail address
1	คุณ b b	25900	b@b.com
2	คุณ a a	5500	a

ลูกค้าที่ซื้อสินค้าจากร้านมากที่สุด 3 อันดับแรก (เรียงตามจำนวนสินค้าที่ซื้อ)

อันดับ		สินค้าที่ซื้อไป (4u)	E-mail address
1	คุณ b b	1	b@b.com
2	a a	1	a

Figure D-3: 3 most bought customers (piece and amount) of each month

เดือนที่ต้องการดูสถิติ

สถิติการฝาก banner ของร้าน Seng's Computer Store
ประจำเดือน มกราคม 2003

Wit	web site ที่ไปฝาก	จำนวนคนที่เข้า	จำนวนคนที่สั่งสินค้า	ประสิทธิภาพ
1	sanook.com	3	0	0
2	hunsa com	1	0	0 %

Figure D-4: Statistic of depositing banner in the other web (Each Shop)

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APPENDIX E

ADMINISTRATIVE SECTION

Administration Login

Username [　　　　　　]

Password : [　　　　　　]

Case Sensitive และ

[o5in]

Figure E-1: Administration login page

Shopping Center Online

จัดการประเภทธุรกิจ   จัดการประเภทสินค้า   ดูสถิติของ web   ออกจากระบบ Admen

Figure E-2: Administrative menu page

กา   ระเภทธุรกิจ

ชื่อประเภทธุรกิจ :

คำอธิบาย :

รูปสัญลักษณ์ (ไม่เกิน 10 kb) : [   ] Browse...

Submit Reset กลับไปหน้าหลักส่วน Ad min

ยชื่อประเภทธุรกิ ที่มีอยู่ในฐานข้อมูล

กัสประเภ า รกิ

1   คอมพิวเตอร์ ไอที

2   หนังสือและ   ยน

3   ดนตรีและบัน

Figure E-3: Administrative business type page

การจัดกา   ระเภทสินค้า

ส่วนของการเพิ่มประเภทสินค้า

ประเภทธุรกิ   Iคอมพิวเตอ

ชื่อประ

คำอธิบาย

Submit **Reset'**   กลับไปหน้าหลักส่วน Admin

รายชื่อประเภทสินค้าที่มีอยู่ในฐานข้อมูล

ประเภทธุรกิจ	รหสประเภทสินค้า	ชื่อประเภทสินค้า	คำอธิบาย	Edit
คอมพิวเตอร์ ไอที	12	มอนิเตอร์		
คอมพิวเตอร์ ไอที	1	ซอฟแวร์		
คอมพิวเตอร์ ไอที	18	อื่นๆ หรือบริการ		3
ฃมพิวเตอร์ ไอที	17	โปรเจกเตอร์		
ม วเตอร์ ไอที	16	ส่วนประกอบเครื่อง		
คอมพิวเตอร์ ไอที	15	สำรอง ข้อมูล		
คอมพิวเตอร์ ไอ	13	Aแกนเนอร์		▧
คอมพิวเตอ la	11	ปาล์ม พีดีเอ		
คอมพิวเ1n4 ไอที	10	โ า า		
คอมพิว ตอร์ ไอที	9	เน็ตเวอ ก		

Figure E-4: Administrative category page