



DESIGN AND IMPLEMENTATION OF E-COMMERCE WEB APPLICATION

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ABSTRACT

The primary focus of this paper work is about the design of Web portal for the trading and welfare for pets. A “usability subculture” has evolved as a result of emerging web technologies. The user centered design will become more important in an increasingly competitive market. Because of this application the users can make an ease approach into Veterinary Science, clubs, buying and selling of pets and its accessories. By viewing this site, one can make clear decision while buying a new pet initially. Further one can get to know information about the breed and its life cycle, in regard with its nature, habitant, food culture and purpose. The people who are fond of animals can opt themselves as a social reformer. A user can also enroll themselves as a community member and have a full access towards its responsibilities. In additional, anyone can get to know about nearby localities anywhere related to pets. Thus this web application enables one’s mind to be enlightened and one to get their loved ones & their necessities at one spot.

Keywords: e-commerce, usability subculture, web application.

1. INTRODUCTION

Here, we develop an e-commerce application, e-commerce has penetrated into people's daily life, and the e-commerce market is becoming more and more competitive. This paper introduces e-commerce data mining-oriented features and system structure. The online marketing e-commerce system will help the development of the enterprises depends on such type business. Here, we can buy or sell our orectic creature via online. All of its medicine and grubs details are stored and retrieved here from database.

All of these should be presented on online e-commerce system. Here, we mentioned what a user’s wants do. They can do buying or selling our orectic creature and he can view all of its requirements. Process will be taken on different acrimony and different payment modes. In this e-commerce application, we use different types of algorithms. SEO (search engine optimization) will help us ranking our site to top in search engines. Opinion mining helps us to know the user opinions about a particular creature or other data. Cryptography was used for encrypt and decrypting our submitted data’s. These to be used for protect our data more secure.

2. REVIEW OF LITERATURE

Software protection is a standout amongst the most imperative issues concerning PC hone. In spite of the fact that heuristics and impromptu strategies are utilized for security the issue in general has not gotten the hypothetical treatment it merits. In this paper, we give hypothetical treatment of programming security. It is attractive to store information on information stockpiling servers, for example, mail servers and record servers in scrambled shape to lessen security and protection dangers. However, by considering security we lose usefulness. For instance, a customer wishes to discover the archives containing certain words, beforehand not known how to permit the information stockpiling server play out the hunt

and answer the inquiry without loss of information secrecy.

Search over scrambled information is a strategy of awesome enthusiasm for the distributed computing time, on the grounds that many trusts that the essential information must be encoded before outsourcing to the cloud servers to secure client information protection. Concocting an effective and secure pursuit conspire over encoded information includes strategies from numerous areas, for example, data recovery for file portrayal, calculations for hunt productivity, and appropriate outline of cryptographic conventions to guarantee the security and protection of all frameworks. This paper gives a prologue to issue definition, framework model, and surveys the cutting edge systems for actualizing protection saving catchphrase seek over scrambled information. The surveys are confused, prompting troubles in data route and information securing. The recurrence based arrangement is not ready to perceive the critical parts of items which may prompt lower the effectiveness of the survey.

So existing framework can mine negative and positive input however it neglects to recognize genuine and fake survey in the rundown of item audit. In the event that any of the items are having great quality however difficult client has entered wrong or negative survey about the item then, different clients abstain from purchasing that item however it is ideal. It will make overwhelming misfortune for facilitating site through cash, advertise position and client criticism.

3. EXISTING SYSTEM

Hackers have begun exploiting the prevalence of this outsider application stages and finding malevolent applications. Malevolent applications can give a lucrative business to programmers, given the prominence. Numerous product frameworks have advanced to include a Web-based segment that makes accessible to people in general by means of the Internet and can open them to an assortment of Web-based assaults. One of these assaults is



SQL infusion, which can give assailants open access to the databases that underlie Web applications and has turned out to be progressively visit and genuine.

This paper introduces another profoundly robotized approach for securing Web application. Against SQL infusion that has both applied and useful preferences over most existing systems. Render their service in specific arena alone. The above sites illustrates about either welfare alone or pet trading and its accessories. The overall Veterinary Science isn't stated in depth so far. The existing system only provides text-based interface, which is not as user-friendly as Graphical user Interface.

3.1 Disadvantages

- The existing system can reach large numbers of users and their friends to spread spam,
- The existing system can obtain users' personal information such as email address, home town, and gender, and etc.
- The existing system can "re-produce" by making other malicious apps popular.

4. PROPOSED SYSTEM

The inception reason for SQL infusion vulnerabilities is inadequate info approval. In this way, the clear answer for dispensing with these vulnerabilities is to apply reasonable cautious coding rehearses. Here, we outline a portion of the accepted procedures proposed in the writing for forestalling SQL infusion vulnerabilities.

This web application renders benefits in one spot access for every single pet need. Framework configuration includes first consistent outline and afterward physical development of the framework. The sensible outline outlines the structure and trademark highlights like sources of info, yields, records, database and strategies. The physical development, which takes after the sensible outline, produces genuine program programming, records and a working framework.. By pragmatic, our strategy is correct and productive, which has insignificant arrangement prerequisites, and brings about a unimportant execution overhead as a rule.

Web Application SQL-injection Preventer (WASP) instrument was utilized here, which we used to play out an observational assessment on an extensive variety of Web applications that we subjected to a vast and shifted set of assaults and honest to goodness gets to. WASP could stop every single effective assault and won't create any false positives. Cryptography is regularly mistaken for cryptology in light of the fact that both are comparative in the way that both are utilized to secure vital data. The distinction between them is that steganography, which includes concealing data and shows as no data is covered up by any means.

4.1 Technique and algorithms

4.1.1 Opinion mining

- Opinion mining or sentiment analysis involves the extraction of useful information (e.g., positive or negative sentiments of customers) from a large quantity of text opinions or reviews authored by Internet users.
- Various algorithms had been proposed in order to extract information as opinion from internet users.
- The data mining algorithms can be classified into different types by approaches. They are Supervised, Unsupervised or Semi-supervised algorithms.
- Web mining is an area of sub discipline from text mining which aims in mining the semi structured data in the form of Web content, Web structure and Web usage mining. Sentimental analysis also known as Opinion mining is used in analysing the important opinion from the reviews generated by the users.
- While any decisions are to be made regarding the purchase of new product the people are very much interested in obtaining the reviews from the various websites, blogs or discussion forums. Each time new services are added, the site is subjected to testing [4]

4.1.2 Structure of opinion mining

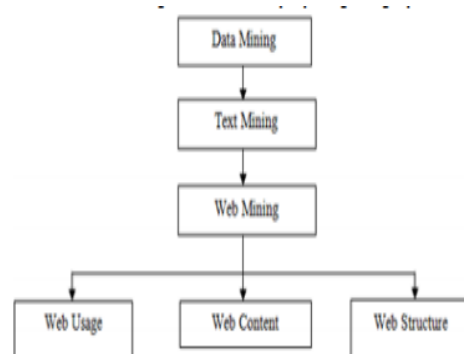


Figure-1. Opinion mining.

4.1.3 3DES algorithm

- In cryptography, the term Triple DES (3DES) is officially known as Triple Data Encryption Algorithm (TDEA or Triple DEA).
- It is a symmetric-key block cipher.
- The Data Encryption Standard (DES) makes use of the cipher algorithm in each of the data block three times.
- User first generates and distributes a 3TDES using DES keys K_1 , K_2 and K_3 , Which forms together 168 bits. As each on carries 56 bits.

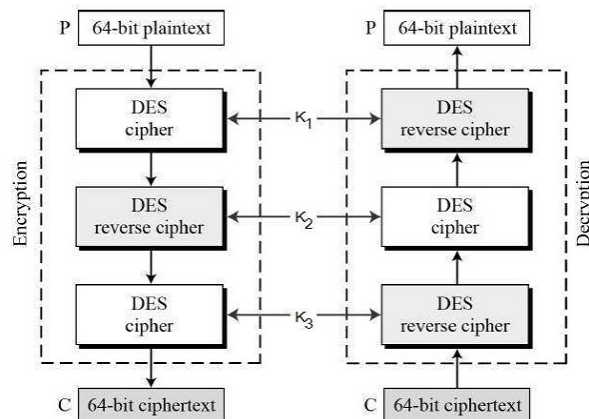


Figure-2. Encryption.

4.1.4 SEO-search engine optimization

- To overcome the above search problem we proposed SEO (Search Engine Optimization) Technique.
- SEO considers the work of search engines and for the purpose used by the people.
- Search engines use complex mathematical algorithms to guess which websites a user seeks.
- The concept of system usability involves the enhancement of the keyword search by returning the matching files.
- The failure in matching the key words occurs when the user's tries to match its accuracy based on semantics, when exact match fails.

4.1.5 Structure of SEO



Figure-3. Search engine optimization process.

4.2 Syntax aware evaluation

4.2.1 Input type checking

SQL can be performed by injecting commands into either a string or numeric parameter. Even a simple checking of such inputs can prevent many attacks. For example, if the inputs must be in numeric, then the developer can simply reject any input that contains characters. Many developers omit this kind of checking by accident because user input is always represented in the form of a string, regardless of its content or intended use.

4.2.2 Encoding of inputs

In the concept of "Encoding of inputs" a string parameter is injected in the walls to attain meta-characters. All the user inputs are converted as SQL tokens by process of interpreting by the SQL parser. While it is possible to prohibit any usage of these meta-characters, doing so would restrict a non-malicious user's ability to specify legal inputs that contain such characters. As a solution the meta-characters are encoded as normal characters in database by making use of functions through strings.

4.2.3 Positive pattern matching

Input validation routines established by the developers identify the good input as opposed to be bad. This approach is generally called as positive validation. Since it opposes to negative validation; it searches the input for forbidden patterns or SQL tokens. Because the developers might won't be able to visualize the various type of attacks that could be launched against their application. It should be able to specify all the forms of legal input. Positive validation is a safer way to check inputs.

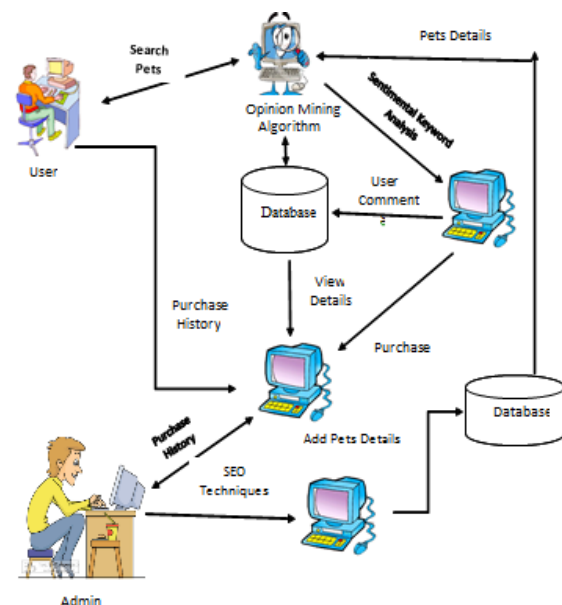


Figure-4. Architecture diagram.



CONCLUSIONS

The designed e-commerce web application enhances as an ease access for various purposes such as trading, adoption, welfare, rescue, enlightenment of animal science and tourism. This web app renders services in one spot access for all animal needs.

It plays a major role in time vs. complexity of e-business. The main key component used here is HCI (Human Computer Interaction) which in order permits the user a friendly surfing and less data consumption. The pretty advantage of this site is that it allows the user to experience the usability before they could put up their mind to buy. Thus the e-commerce website is displayed as an electronic storefront and the web user interface servers as an electronic clerk and electronic catalogue for direct sales.

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