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Thème

online sales web page

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Soutenu le …../…./ ….. Devant le jury composé de

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Thanks and appreciation

First, we thank God Almighty for His guidance and for granting us the determination to complete this project.

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We dedicate this work

first and foremost, to our fathers and mothers, and all our uncles and aunts, for all the love and care they have shown us.

I pray that this humble work may be a fulfillment of your many prayers and daily supplications.

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General Introduction

The emergence of information technology and the advancement of science and technology have fundamentally transformed the business sector. Companies now rely on digital tools to accelerate and streamline their operations. These tools allow them to easily store, process, and share information, enabling them to make accurate and timely decisions and improve their overall performance.

One of the most significant developments in this field is the digitization of sales activities. As companies grow, the volume of transactions and customer data increases, rendering traditional management methods inefficient and time-consuming. Therefore, companies are encouraged to adopt e-sales systems that digitize business processes and store data in organized databases.

E-sales [1] platforms provide an effective solution for managing products, orders, payments, and customer information. As the number of customers continues to grow and competition intensifies, companies must implement a reliable and efficient online sales management system to improve service quality, enhance performance, and ensure the speed and security of transactions.

Problematic :

After reviewing numerous international e-commerce websites specializing in Algeria and globally, we observed that many face significant challenges in this area, including the problem of fraud in product sales.

This leads to several issues, such as a loss of customer trust in sellers, incomplete transactions and purchases, and numerous complaints and negative feedback directed at sellers. Therefore, we propose developing a new online sales application. This application will ensure the absence of fraud in sales transactions within the platform, enhance efficiency, guarantee security, and save time.

This problem represents a significant obstacle for customers: the lack of accurate (thruful) product reviews. All platforms operating in Algeria like **YouCan[w1], Shopify[w2]**. and others, fail to address this issue. This situation is dealt with by taking the necessary measures to assist customers, as reviews are often unavailable or, if found, are frequently fabricated by the administrator. Our project is built upon this very issue.

The goal of our work :

Our work, as described in this report, aims to design and implement an online sales web application, applied to our chosen case studies: boutiques, bookstores, and clothing stores. To accomplish these tasks, we used the Unified Modeling Language (UML)[2].

Organization of the dissertation :

We have structured our dissertation into three (03) chapters :

1 First chapter:

Presentation of the host organization , the web application online sales, which is the subject of our work, we will describe it, state the problem related to our study and finally propose an appropriate solution to this problem.

2 Second chapter :

Analysis and design where we presented:

1. The UML language, as a system design and modeling language.

2. Functional and non-functional requirements.

3. The general use case diagram as well as detailed use cases, sequence diagrams, class diagrams

3 Third chapter :

Implementation and Application Development:

We presented the tools and programming languages used, and the various interfaces employed, with detailed explanations. In addition to the conclusion, we provided a bibliography listing the sources we used in this work. Finally, this work concludes with a general introduction and conclusion, outlining the prospects for developing online sales web applications.

Chapter 1

Study of the Existing Situation

1) Introduction:

In this chapter, we will describe the project context, introduce the host organization, and outline the objectives of this work. Following this, we will define and clearly define the research question relevant to our topic.

2) Project Context Description:

Online sales involve organizing and monitoring all processes related to selling products or services through a digital platform. This includes managing the product catalog, processing orders, and tracking. In our online sales application, each customer can browse available products and securely complete purchases.

Once an order is confirmed, the system automatically records all purchase details (product, quantity, price, date) and updates inventory in real time. As a digital tool, the application plays a vital role in ensuring the efficiency and speed of business transactions. It also enables sellers to track sales history and manage products (add, edit, delete).

The online sales system aims to ensure the monitoring of the entire sales cycle, from customer registration to final product delivery, and to protect users from fraud. This includes all intermediate steps and order processing.

3) The benefits of ensuring secure online sales include:

- **Enhancing** customer trust in the platform or online store.
- **Protecting** users' funds from theft or manipulation.
- **Improving** the website or company's reputation among users.
- **Increasing** sales due to customers feeling secure when purchasing.
- **Enhancing** customer satisfaction by providing fast, efficient and reliable service.

4) Objectives of the Web Sales Management Application:

1. Review sales records, transactions, and customer activity.

2. Ensure accurate tracking of payments and order statuses.
3. Protect customers from fraud.
4. Strive for customer satisfaction.
5. Monitor product movement (inventory updates, new additions, and deletions).

5) Problems: Online Sales Scams :

In online sales platforms, scams can occur when there is a lack of verification and security measures. After analyzing the situation, we found that this problem can create several disadvantages, including:

1. Possibility of **fake sellers** posting products that do not exist.
2. Customers may **receive products that are different from the description or images**.
3. Difficulty verifying whether the **seller is trustworthy or legitimate**.
4. Risk of **financial loss** if the buyer pays and the product is never delivered.
5. Lack of a **secure system for reporting fraudulent products or sellers**.
6. **Low customer trust** in the platform because of previous scam experiences.
7. Customers may **receive low-quality products** that do not match the promised quality

Many people in Algeria have experienced online scams. For example, some customers pay for a product but never receive it. Others pay a high price expecting a good-quality product, but are surprised to receive a low-quality item. In some cases, customers order a specific product but receive a completely different one from what they ordered. These situations reduce trust in online sales platforms and create problems for both buyers and sellers.



As an example, we will take the most famous online marketplace in Algeria, Ouedkniss[w3], which is one of the most successful sites, but it constantly has problems with fraud on the site. This is based on an article in El Hiwar newspaper

As you can see, there is no way to report that this product is fraudulent or to inform other customers that this product is fraudulent.

Unlike our website and search, which includes a method for reporting to officials and customers that this product is fraudulent

6) Solution :

Designing an e-commerce web application with a dedicated page for each product is a key solution for combating fraud. This page includes reviews (from actual buyers only) allowing them to share their real experiences, freely discuss product quality, and report any potential fraudulent activity.

The application also includes a report button that enables users to report any product they suspect is counterfeit or misleading in its description. Furthermore, sellers are prohibited from editing or deleting any product reviews, ensuring transparency and credibility, and empowering other customers to make informed purchasing decisions.

7) Definition of the Study Domain :

The online sales service is a digital administrative unit that uses technological and human resources to manage commercial operations through a web platform. It performs various activities in order to provide customers with products and services efficiently and securely. For this reason, it is considered a fundamental pillar in the structure of any e-commerce business.

This service manages all active products, registered customers, and sales transactions within the platform. The administration mainly involves the following activities:

1. Recording, monitoring, and controlling product, customer, and order data.
2. Applying legal and regulatory provisions related to electronic commerce and online payments.
3. Managing product updates, pricing, promotions, and stock levels.
4. Handling order processing, shipping, returns, and customer support services.

chapter 2

Analysis and Specification of Requirements

1. Introduction :

This chapter presents the analysis and design phase of the proposed **e-commerce web application**. The objective of this phase is to understand the system requirements and model the different functionalities of the application before implementation.

To achieve this, we use the **Unified Modeling Language (UML)[w3]** which allows us to represent the system structure and behavior through diagrams such as **use case diagrams, sequence diagrams, and class diagrams**.

The analysis phase focuses on identifying the actors interacting with the system, determining the functional and non-functional requirements, and modeling the interactions between users and the application

2. The UML Language:

The Unified Modeling Language (UML)[w3] is a pictogram-based graphical modeling language designed to provide a standardized method for visualizing system design. It is commonly used in software development and object-oriented design.

3. Functional Requirements :

Functional requirements describe the services that the system must provide to users.

The main functionalities of the e-commerce[1] web application are:

1. **User registration** in the platform (for seller only)
2. **Browsing available products and viewing product details**.
3. **Confirming orders**
4. **Submitting comments** after purchasing a product.
5. **Reporting fraudulent or suspicious products**.

6. **Managing orders and products (add, update, delete)** by the seller.
7. **Monitoring inventory updates automatically after each purchase**.

These functions allow the system to manage the entire online sales cycle from customer registration to product delivery

4. Non-Functional Requirements :

Non-functional requirements describe the quality and constraints of the system.

The main non-functional requirements are:

- **Security [3]:** Protect users against fraud and ensure secure transactions.
- **Reliability [4]:** Ensure that the system functions correctly and continuously.
- **Performance [5]:** Fast processing of orders and product searches.
- **Usability [6]:** The interface must be easy to use for customers and administrators.
- **Data integrity [7]:** Accurate storage and management of customer and order data.

These requirements are essential to increase customer trust and improve service quality.

5. Identification of Actors :

Actors represent external entities that interact with the system.

For the **online sales application**, the main actors are:

1. Customer : The customer is a user who visits the platform to browse products and make purchases.

Customer actions include:

- Searching and browsing products
- Confirming orders
- Writing product reviews
- Reporting fraudulent products

2. Seller : The seller is responsible for managing the products available on the platform.

Seller actions include:

- Adding new products
- Updating product information
- Managing stock levels

- Viewing customer orders
- creating an account (by making a request to the admin) .

3. Administrator

The administrator manages the overall platform and ensures the system operates correctly.

Administrator actions include:

- Managing users
- Monitoring transactions
- Handling reported fraud cases
- Supervising products and sellers

6. Identifying Application Use Cases:

Use cases [4] describe the interactions between actors and the system in order to achieve a specific goal.

The main use cases identified for the system are:

I- Customer Use Cases

- Confirm order
- Browse products
- View product details
- Write a review
- Report fraudulent product

II- Seller Use Cases

- Add product
- Delete product
- Update product information
- View orders
- Manage stock

III- Administrator Use Cases

- Manage users
- Manage products
- Verify fraud reports
- Monitor transactions

7. Use Case Diagram Definition :

This use case diagram represents the interactions between various stakeholders and the e-commerce [1] application system. It illustrates how users interact with the platform to perform various actions.

In this system, a customer can browse products and place an order. The administrator is responsible for product management, inventory management, order processing, applying discounts, and viewing sales statistics.

This diagram helps clearly define the application's main functions and the roles of each stakeholder in the online sales process.

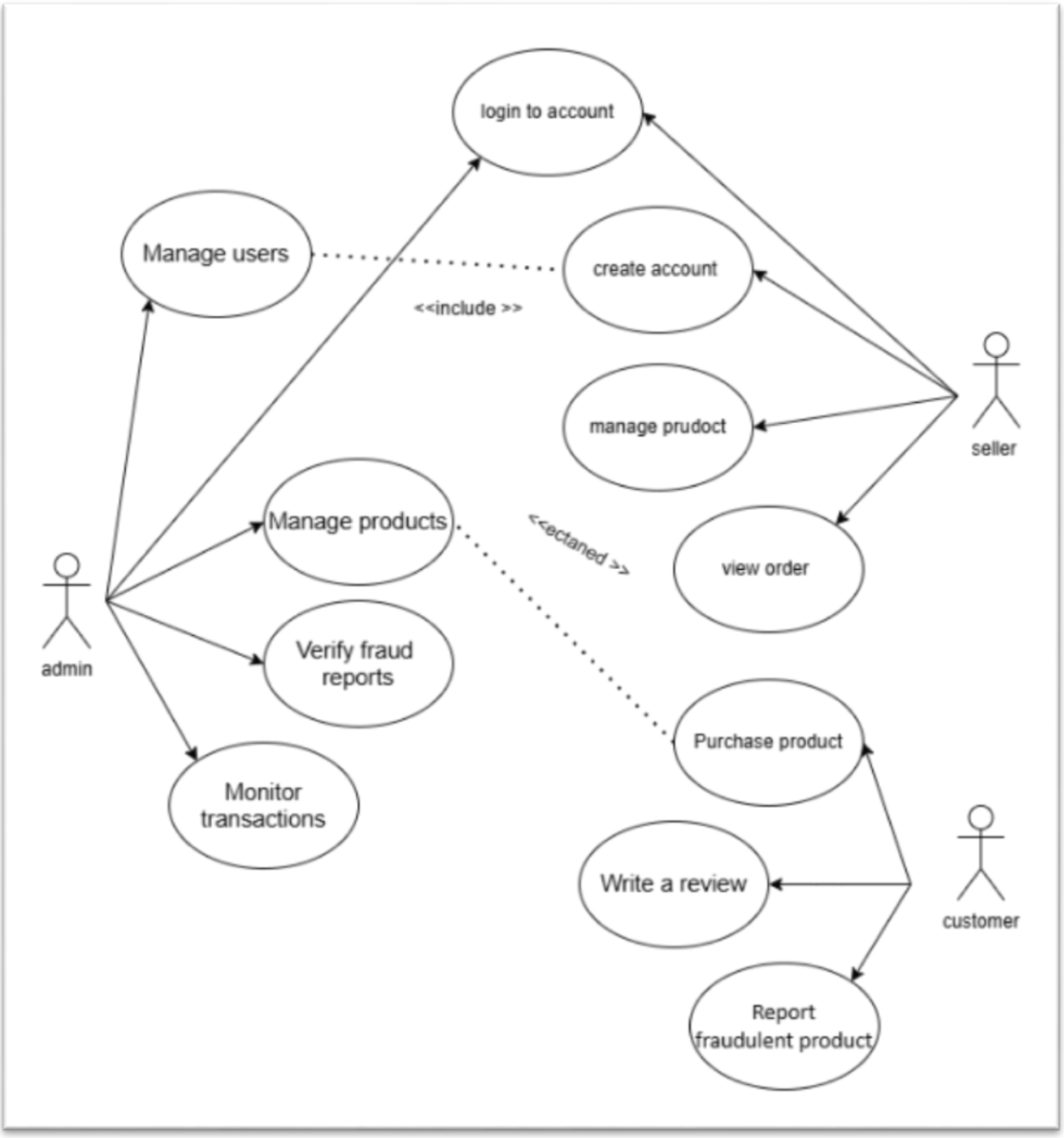


Figure 1: Case Diagram general

1/ Use cas : create account

- **Main actor:** seller , admin

- **Objective:** to create account

i) Nominal scenario:

1. Seller make a request to the admin to create account
2. The admin verify if the seller is in black list or not then approve the request
3. The system create an account for the seller and send him the login info throw his email

ii) Alternative scenario :

1. The seller is in black list so the admin disprove his request and send email that his request didn't accept

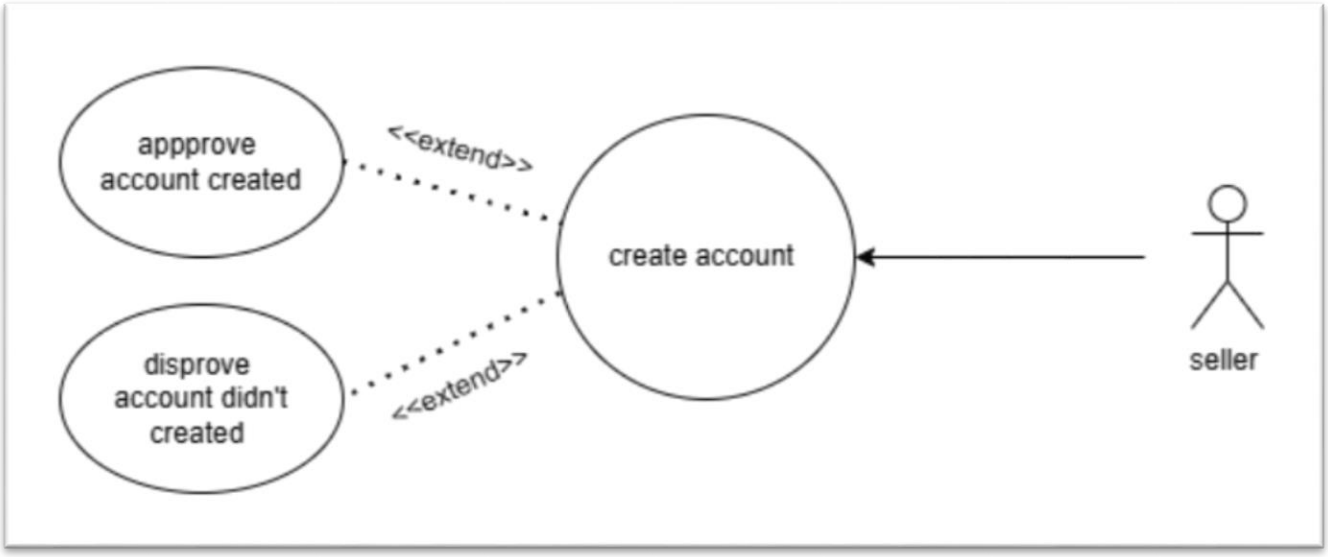


Figure 2: Case Diagram create account

2/ Use case : login to account

- **Main actor:** seller , admin
- **Objective:** to enter the web with your account

i) Nominal scenario:

1. The user enters their username and password.
2. The system verifies the username and password.
3. The system displays the appropriate space for each user by reading the user list and displaying it.

ii) Alternative scenario :

1. Login and password are incorrect; you will be redirected to the login page with an error message.

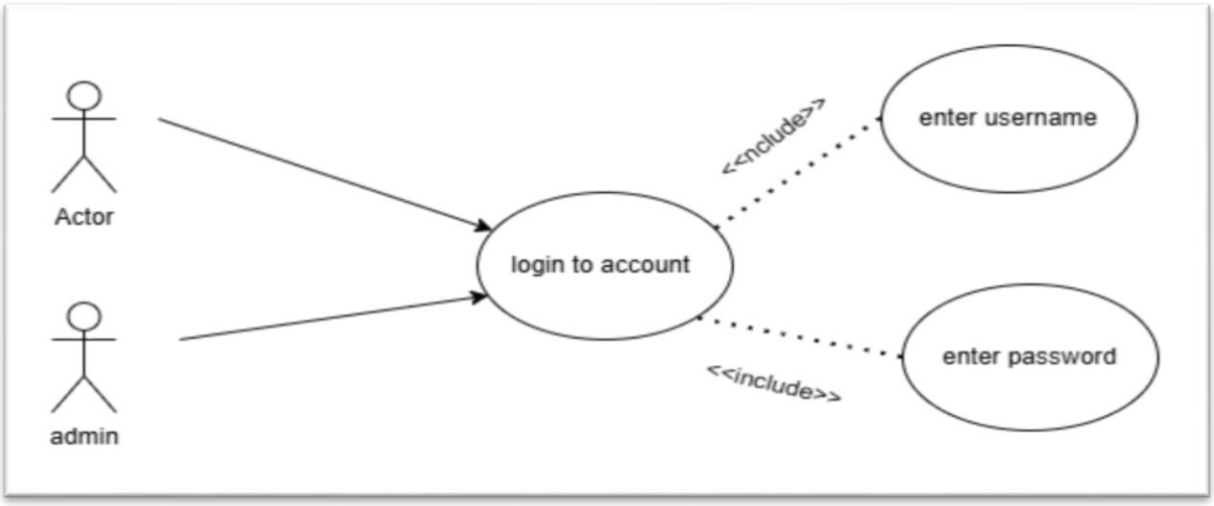


Figure 3: Case Diagram login to account

3/ Use case : Report fraudulent product

- **Main actor:** customer
- **Objective:** to report the product id the customer get scam

i) Nominal scenario:

1. If the customer get scan he can click on the report bottom
2. wright what the report is about
3. The system send the report to the admin to take action

ii) Alternative scenario :

1. The customer didn't get scan do he don't have to do a report to the admin

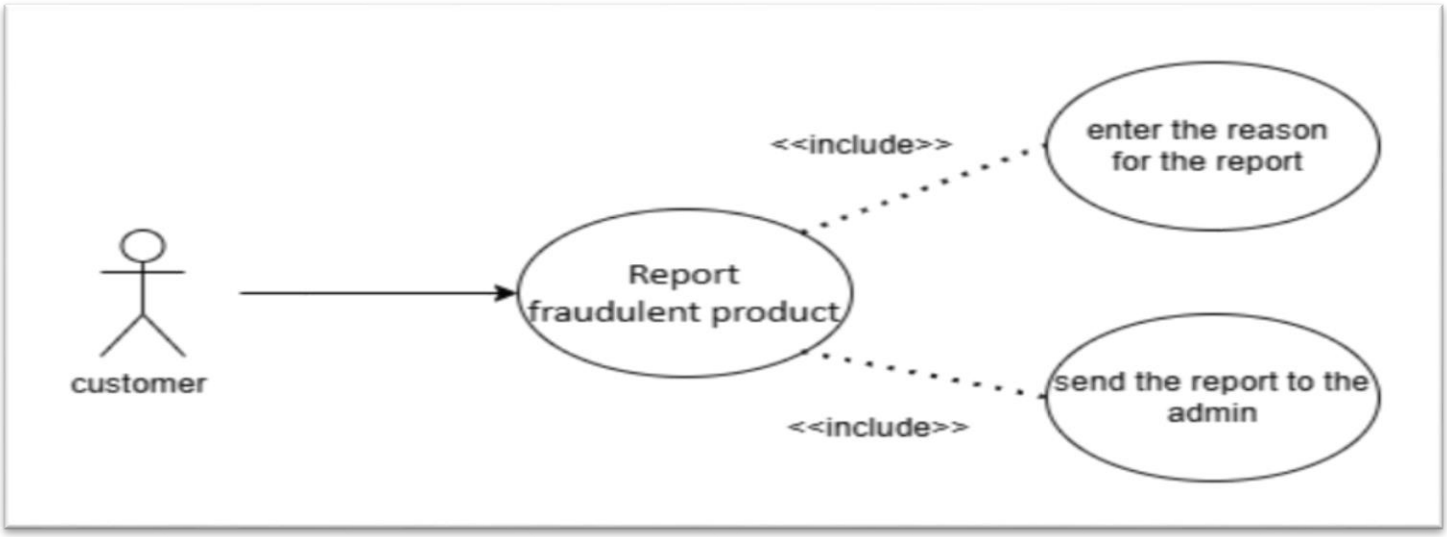


Figure 4: Case Diagram report fraudulent product

4/ Use case : Manage users

- **Main actor:** admin
- **Objective:** to accepte the seller request and be able to add/delete new account

i) Nominal scenario:

1. See the seller request
2. Read the seller request detail
3. Approve the seller request
4. The system then create a new account for the seller and send the information about the account (username/password) to the seller email

ii) Alternative scenario :

1. The admin see that the seller is already in black list so he disprove the request
2. The system send a email to the seller that his request has being disprove

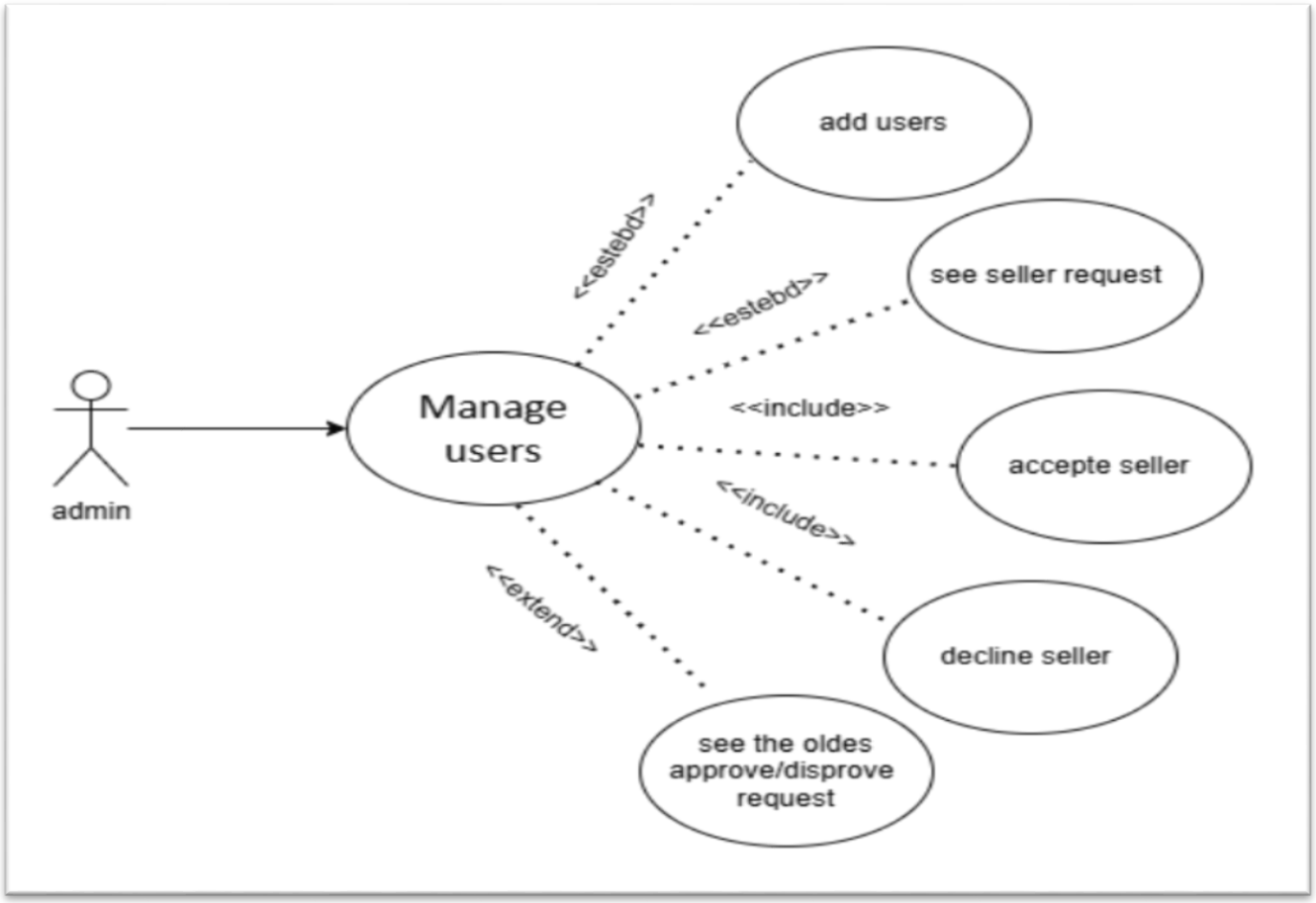


Figure 5: Case Diagram manage users

5/ Use case : Verify fraud reports

- **Main actor:** admin
- **Objective:** to see the report message and the product to take action

i) Nominal scenario:

1. the admin see the reports
2. see id the seller is already in the black list
3. the admin put the seller in black list and delete the product from the stock and system

ii) Alternative scenario :

1. decline the report and delete it
2. the system doesn't do anything

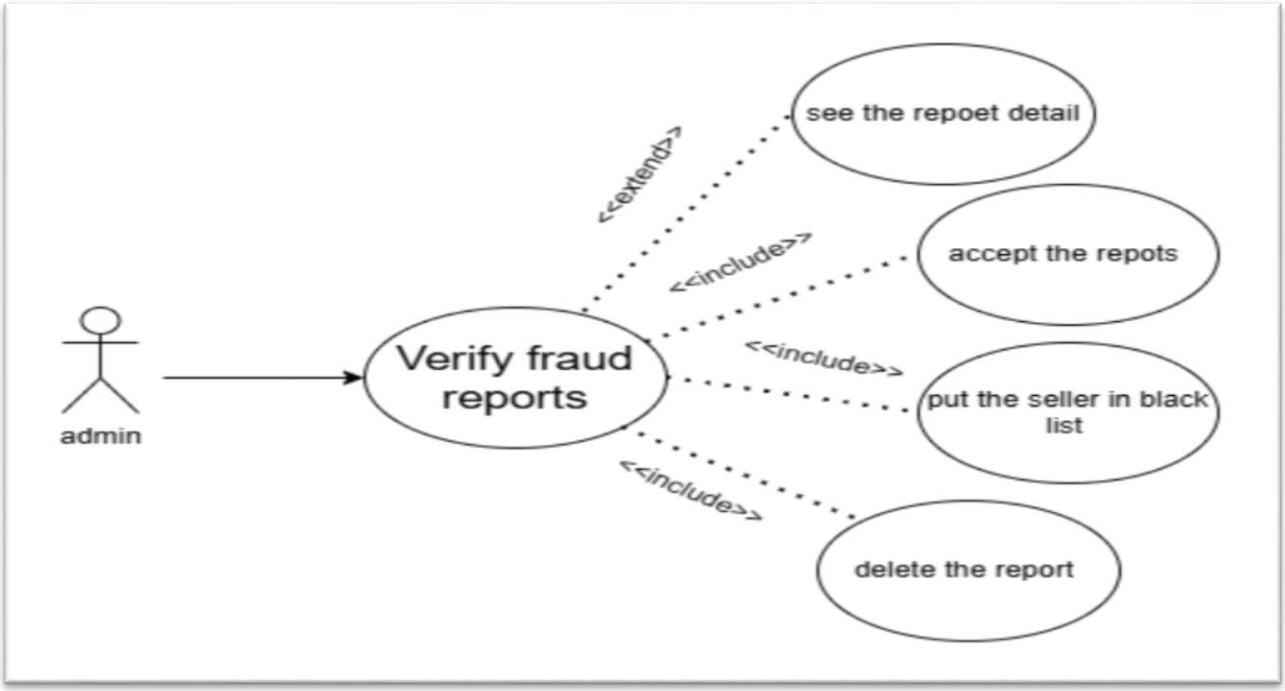


Figure 6: Case Diagram Verify fraud reports

8. Sequence diagram :

8.1 Introduction

The following sequence diagrams [w5] show how sellers and the administrator interact with the system. Each diagram represents one key event: authentication, registration, order placement, account deletion, and blacklist management.

8.2 .seller Authentication Process:

This sequence diagram illustrates the user authentication process. The seller enters login credentials through the interface, which are sent to the authentication controller for verification against the database. If the credentials are valid, the seller is granted access with an appropriate role; otherwise, an error message is displayed.

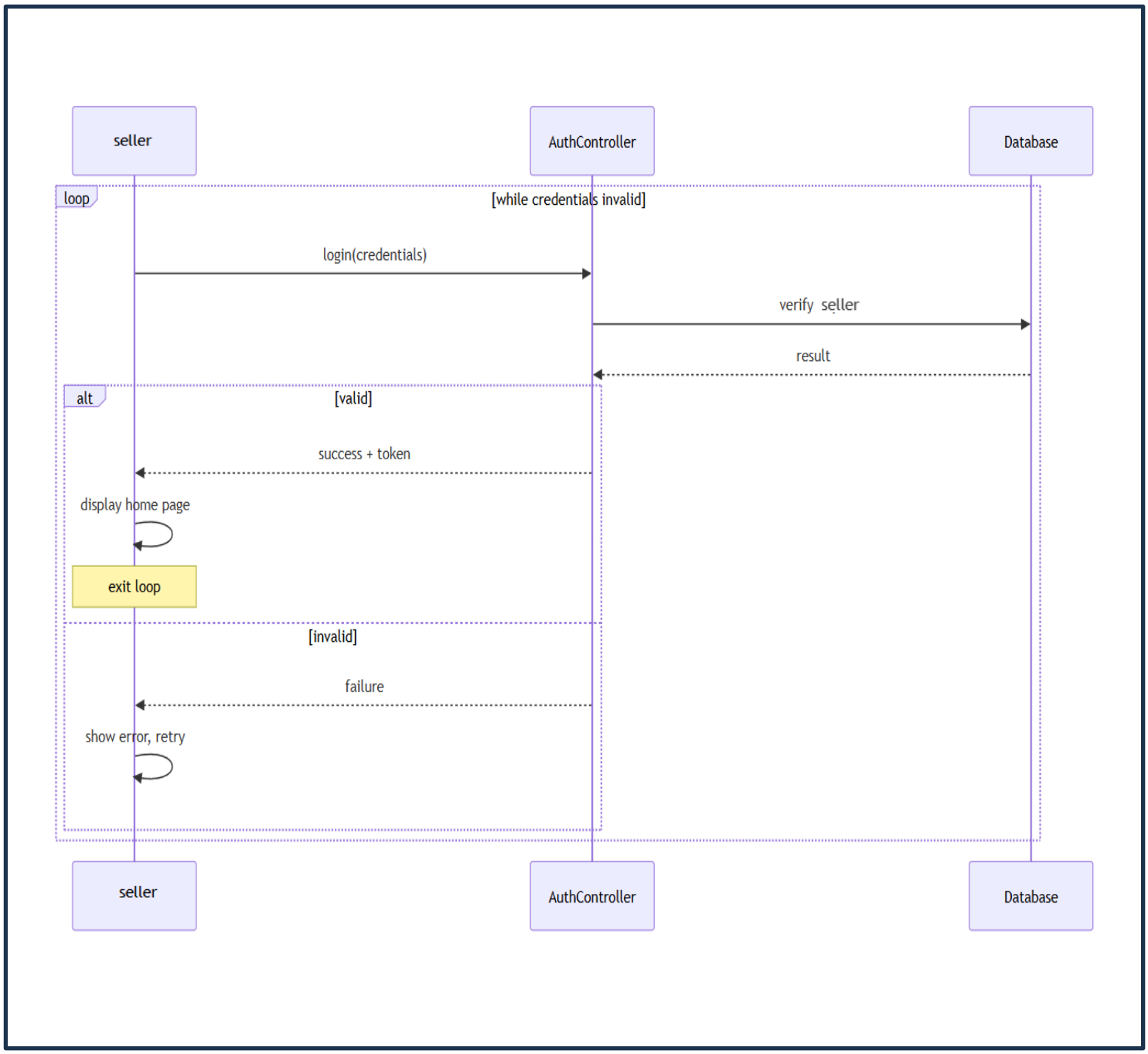


Figure7: Sequence diagram for seller login

8.3 Add seller Process

The administrator provides the seller's business details (email, name, phone).The system first checks if the email or business is already on the blacklist. If blacklisted, the account creation is rejected immediately. If not blacklisted, the system verifies that the email is unique and the data is valid. When all

checks pass, the seller account is created, and the administrator receives the credentials to send to the seller.

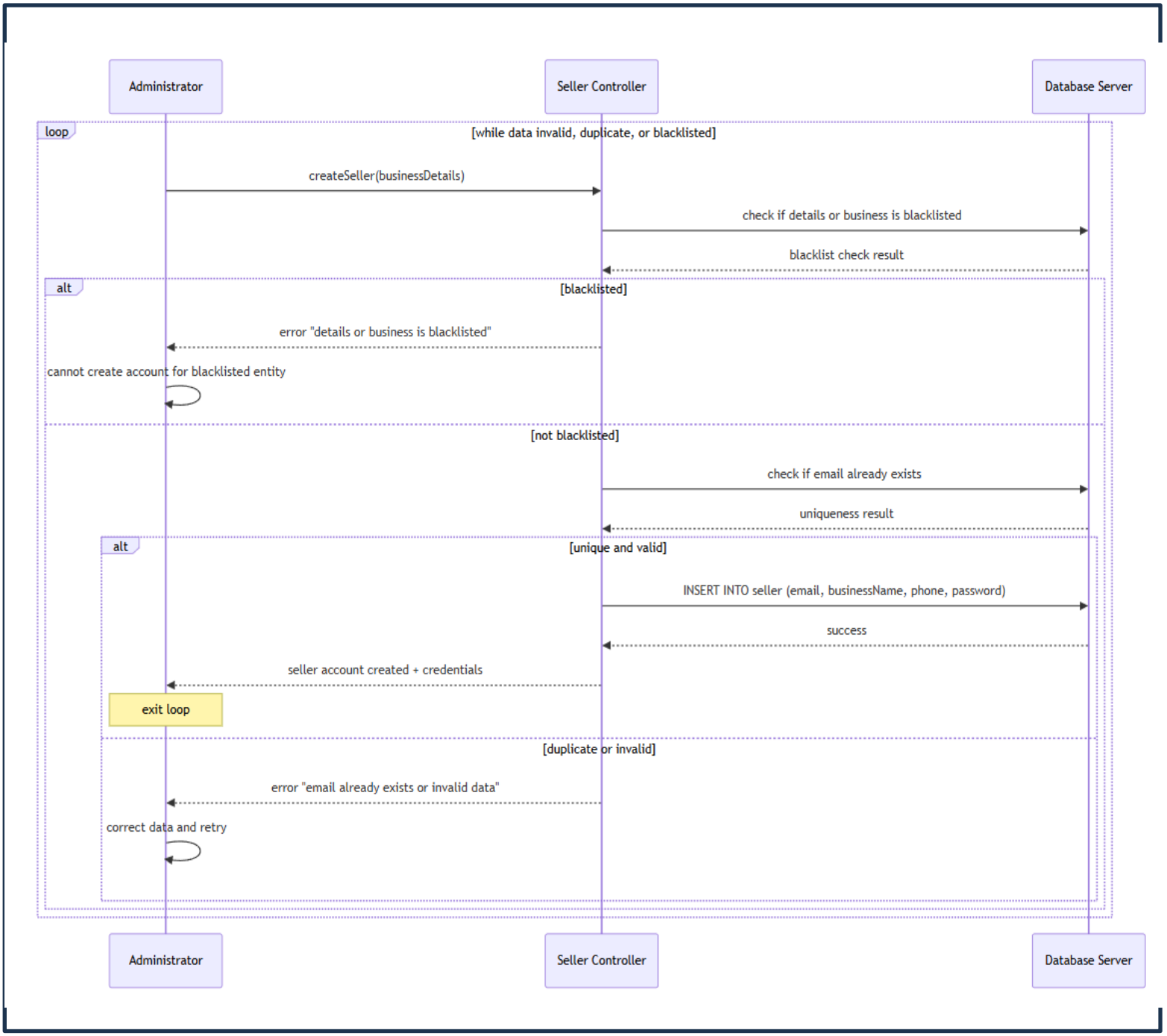


Figure 8: Sequence diagram for adding seller

8.4 Order Management Process

This sequence diagram represents the process of managing an order. The user (or administrator) initiates an order action through the interface, which is handled by the order controller. The controller processes the request (such as creating, retrieving, or updating an order) and interacts with the database to store or fetch order data. The system then returns the result to the interface, which displays the updated order information or confirmation to the user.

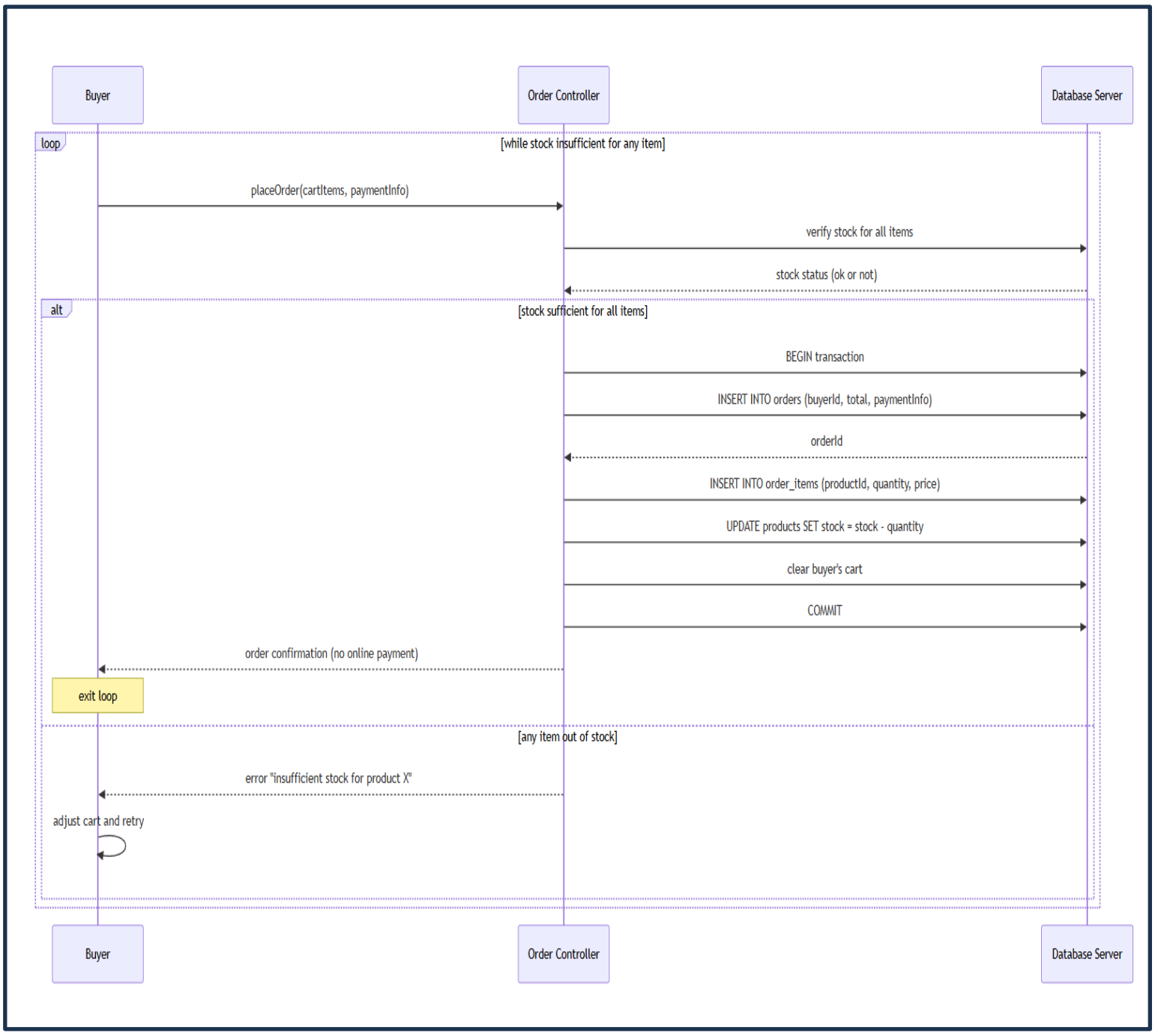


Figure 9: Sequence diagram for Order Management Process

8.5 Add User to Blacklist :

The administrator can block a buyer or seller by adding them to a blacklistThe admin provides the user type (buyer or seller), the user ID, and a reasonThe system verifies that the user exists and is not already blacklisted. If valid, the user's status is updated to "blocked", and the blacklist record is saved. If the user is not found or already blacklisted, an error is shown, and the admin retries with valid information. Once blacklisted, the user can no longer perform actions such as placing orders (for buyers) or adding products (for sellers).

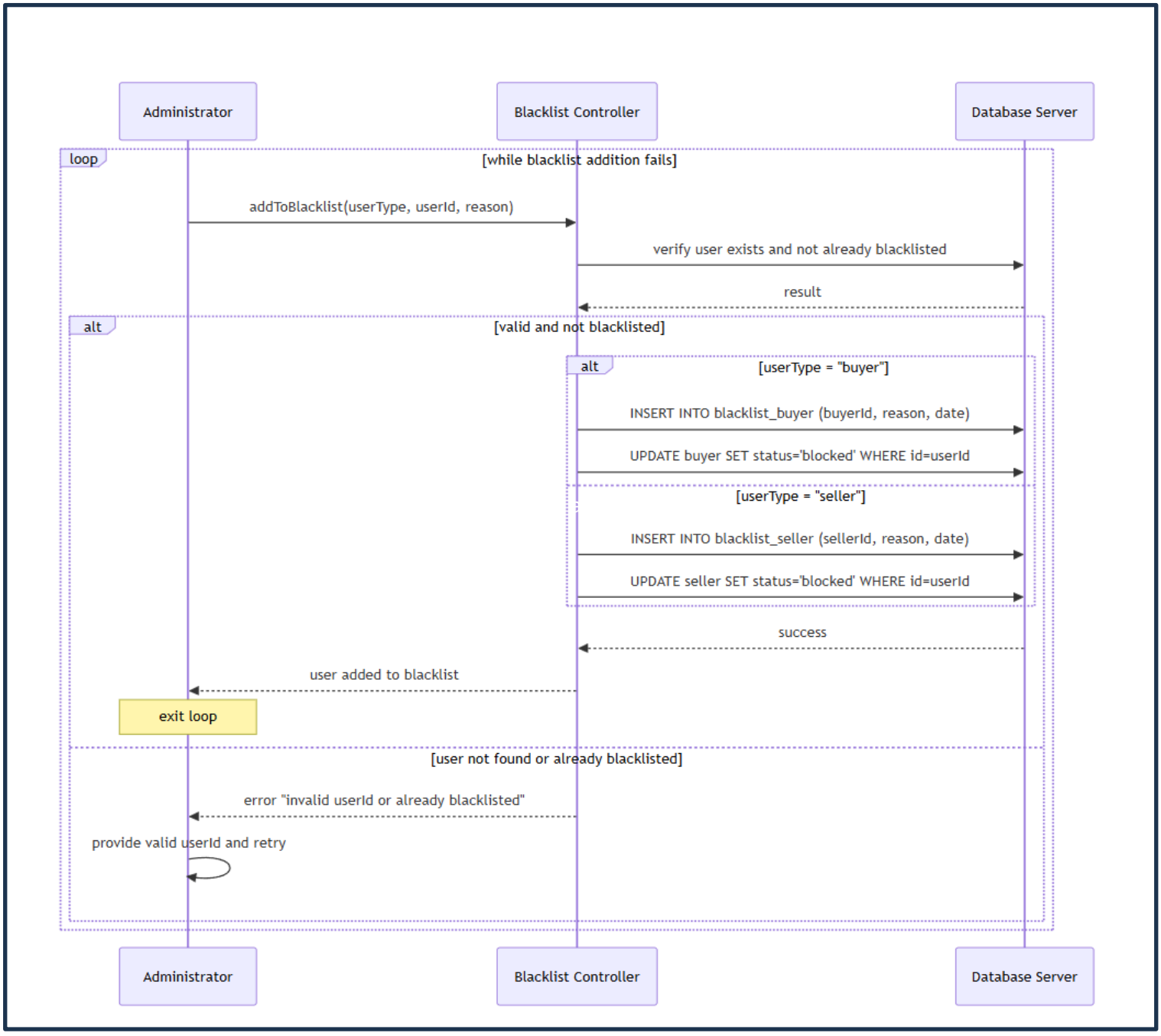


Figure 10: Sequence diagram for adding User to Blacklist :

8.6 Delete seller Process

This diagram illustrates the seller deletion process. The administrator selects a seller and confirms the deletion action. Upon confirmation, the system removes the seller from the database and refreshes the list. If the action is canceled, no changes are made.

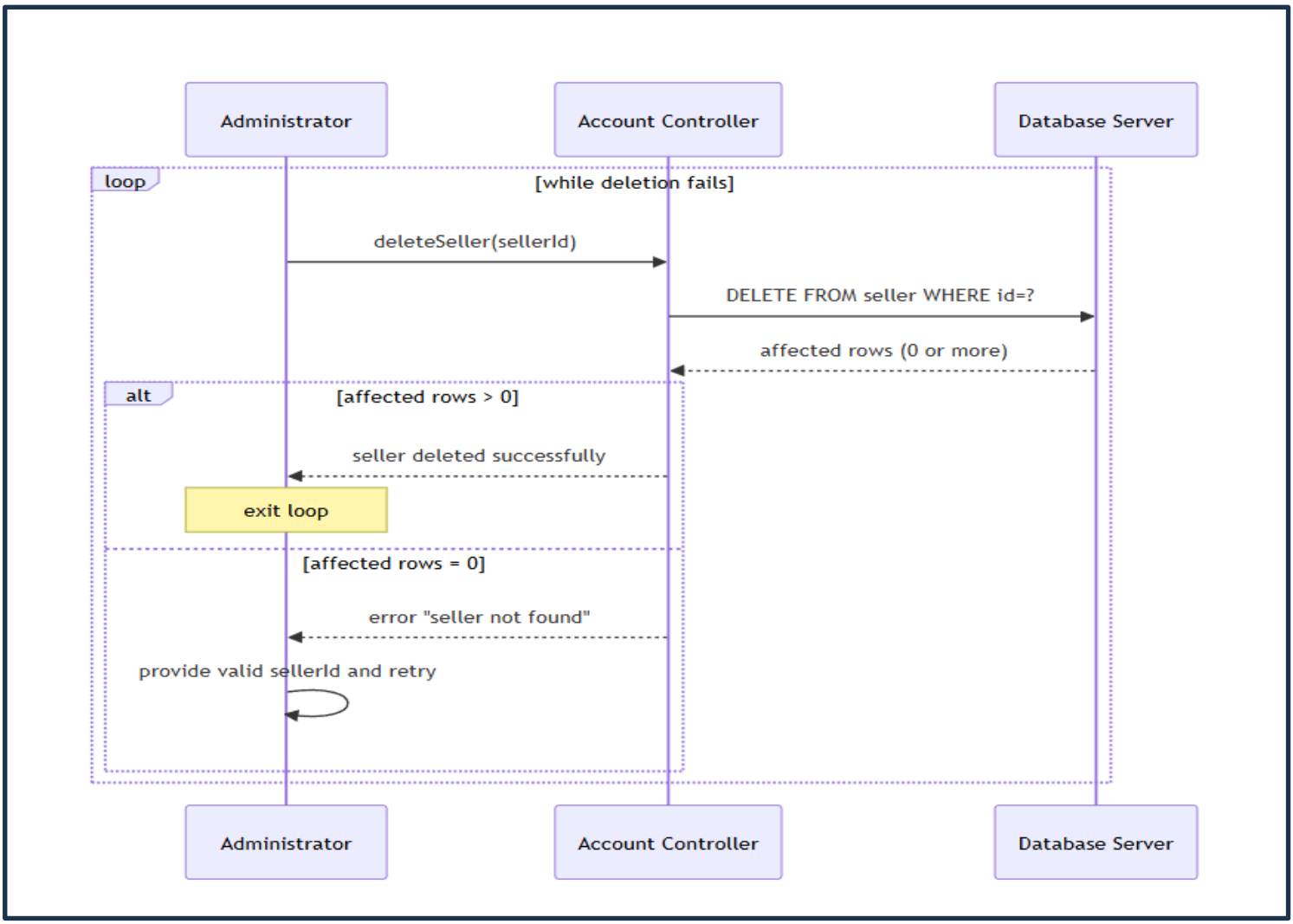


Figure 11: Sequence diagram ford deleting seller

9. Conclusion :

The sequence diagrams successfully model the key events of the e-commerce platform. They clarify how users interact with the system and how data flows between controllers and the database. These diagrams will serve as a direct guide for the implementation phase.

conception

1. introduction :

After modeling the dynamic behavior of the system through sequence diagrams, this chapter focuses on the static conception of the e-commerce web application. It presents the class diagram and the relational model, which define the structure of the system and its data organization.

CLASS DIAGRAM :

A class diagram is a type of diagram used in software design that shows the structure of a system by presenting its classes, their attributes (data), their methods (functions), and the relationships between

2. Description des classes

User: This is the main element of the application. It can have three roles: buyer, seller, or administrator. Registration is done via email and password.

Product : Managed by sellers. Each product has a name, description, price, and an image. Buyers can browse the products.

Command : Represents an order placed by a buyer. It contains delivery information (wilaya, baladiya, phone number) and a status (pending, shipped, delivered).

Comment : Allows users to leave reviews on a product. Each comment is linked to a user and a product.

Report : Allows users to report an inappropriate product. The user provides a reason, and the report is recorded with the date.

Contact : Allows users (logged in or not) to send a support message. If the user is logged in, their ID is recorded.

3. Data Dictionary

Attribute	description	type	taille
Id_user	User id number	int	10
Firstname	User's first name	varchar	50
Lastname	User's last name	varchar	50
Email_address	Unique address email	varchar	255
Password	Encrypted password	varchar	255
Profile_pic	Profile picture path	varchar	255
Role	Role(buyer,seller,admin)	Enum	-

created_at	Account creation date	timestamp	-
Id_product	Product id number	Int	10
Seller_email	Seller's email address	Varchar	100
Quantity	Product stock quantity	Int	11
Name	Product name	Varchar	150
Description	Product description	Text	-
Price	Product price	Decimal	(10,2)
Image	Image file path	text	-
Category	Product category	varchar	50
Sizes	Available sizes	text	-
Colors	Available colors	text	-
created_at	Product creation date	timestamp	-
Id_command	Order id number	Int	11
Product_id	Product reference id	Int	11
Name	Customer full name	varchar	255
session_id	Session ID for guest checkout	varchar	255
created_at	Order creation date	timestamp	-
Phone	Customer phone number	Varchar	50
Wilaya	Delivery wilaya	Varchar	100
Baladiya	Delivery baladiya	Varchar	100
Status	Order status (pending, shipped, delivered)	Enum	-
Buyer_id	Buyer reference id	int	11
Id_comment	Comment id number	Int	11
Product_id	Product reference id	Int	11
User_email	User's email address	Varchar	100
Comment	Comment content	text	-
guest_name	Guest commenter name	varchar	100
created_at	Comment creation date	timestamp	-
Id_report	Report id number	Int	11
Product_id	Product reference id	Int	11
User_email	User's address email	Varchar	100
Reason	Reason for reporting	text	-
reporter_name	Report creation date	varchar	100
created_at	Report creation date	timestamp	-
Id_contact	Message id number	Int	11
User-_id	User's reference id	Int	11
Name	Sende's name	Varchar	50
Email	Sender's email	Varchar	50
Message	Message content	varchar	255
Id_seller_request	Request ID	int	10

Firstname	Seller's first name	varchar	100
Lastname	Seller's last name	varchar	100
Address	Seller's address	text	-
Email	Seller's email	varchar	100
Phone	Seller's phone	varchar	50
product_type	Type of products to sell	text	-
Competitors	Competitor information	text	-
Quantity	Estimated quantity	varchar	50
product_image	Product sample image	varchar	255
commercial_image	Commercial register image	varchar	255
Status	Request status	enum	-
request_date	Date submitted	datetime	-
reviewed_date	Date reviewed	datetime	--
admin_notes	Admin notes	text	-
Id_blacklist	Entry ID	int	10
user_email	Blacklisted user email	varchar	255
Reason	Reason for blacklisting	text	-
created_at	Entry creation date	timestamp	-

4. Class diagram :

This class diagram [w6] represents the **database structure of an e-commerce platform** called "Chila Shop". It consists of **six main entities** that manage users, products, orders, and customer interactions.

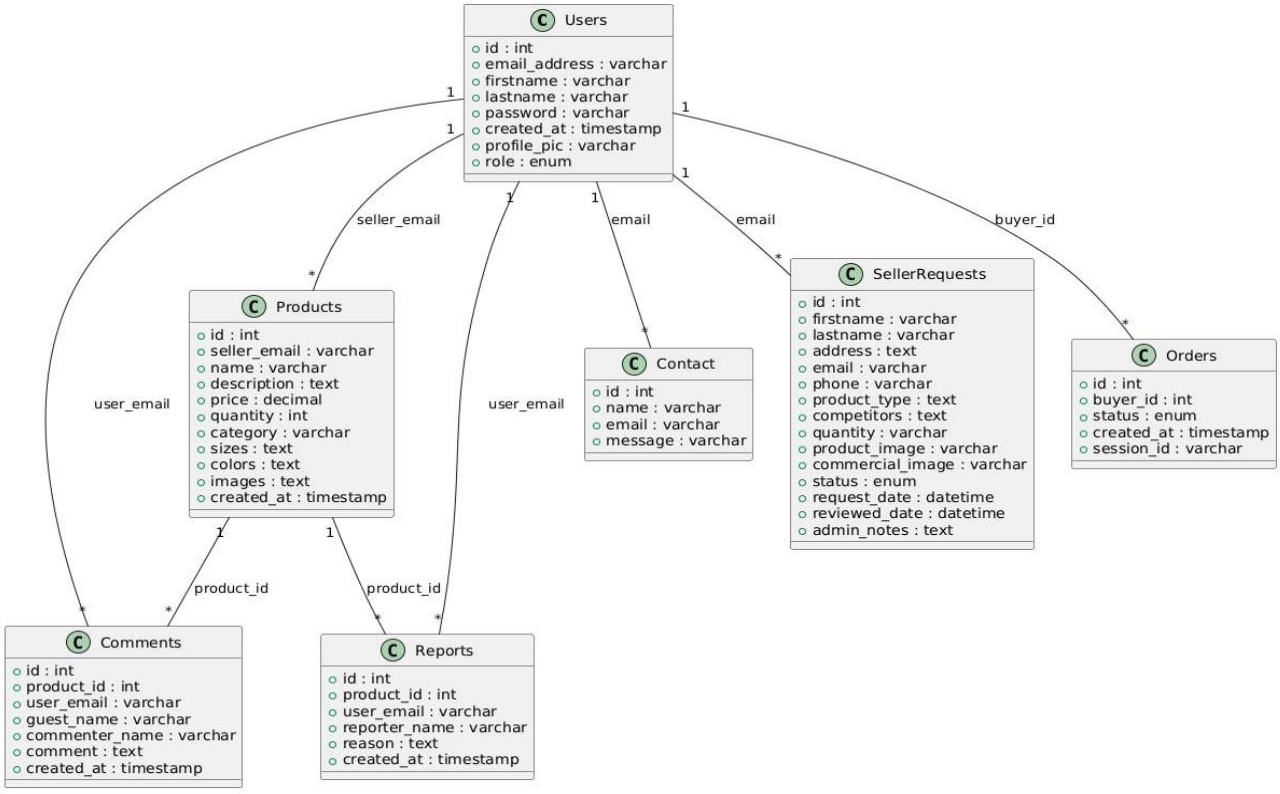


Figure 12: Class diagram

1. Passage Rules from Class Diagram to Relational Model:

RULE 1: TRANSFORMATION OF CLASSES

Each class becomes a relation (table). The attributes of the class become columns of the table. The identifier (ID) becomes the primary key.

RULE 2: ONE-TO-MANY ASSOCIATION (1,n)

For each 1,n association in the diagram, a foreign key attribute is added to the table on the "n" side (the many side). This foreign key references the primary key of the table on the "1" side.

RULE 3: MANY-TO-MANY ASSOCIATION (n,m)

For each many-to-many association, create a new associative table (also called junction table or link table). This table contains foreign keys referencing the primary keys of both associated tables. The combination of these two foreign keys often forms the composite primary key.

RULE 4: ONE-TO-ONE ASSOCIATION (1,1)

For a one-to-one association, add a foreign key to one of the two tables. Choose the table that is optional (nullable) or the one with the lowest cardinality. Alternatively, merge the two tables into one if they are strongly related.

2. |Relational Passage Rules :

- **User (id, firstname, lastname, email_address, password, profil_pic, role)**
- **Product (id, seller_email, name, description, price, quantity ,category , siwes , colors , image, created_at)**
- **Contact (id, name, email, message)**
- **Command (id, product_id, name, phone, wilaya, baladiya, status, buyer_id, created_at)**
- **Comment (id, product_id, fuest_name , comment, created_at)**
- **Report (id, product_id, user_email, reason, created_at,reporter_name)**
- **Seller_request(id, firstname,lastname,address ,email,phone, product_type, competitors , quantity , product_image , commercial_image , status , request_date , reviewed_date , admin_notes);**
- **Blacklist(id , user_email , reason , created_ at)**

Conclusion:

Based on the above, we have defined the functional and non-functional requirements, which allowed us to create the UML diagrams (use case, class, sequence, activity).

These diagrams will give us a clear understanding of how our web application works and thus allow us to begin its development.

chapter 3

Realization

Introduction:

In the previous chapters, we outlined the application's prospects. In this chapter, we will present the hardware and software environment and the various development tools used. After that, we will provide screenshots of the main functions of our application.

1. Application Presentation

In this section, we present some graphical interfaces of our web store application. The application contains three main user spaces accessible by the administrator, seller, and buyer.

1. **Administrator:** The main user of the application. The administrator has the ability to manage the entire store, including adding, modifying, deleting, and managing products, users, and orders.
2. **Seller:** The seller can add, view customer orders, and track sales information.
3. **Buyer:** The buyer can browse products, view product details, place orders, and manage their personal account and purchases.

2. Software environment

Contains all the software tools and programming languages used for application development.

HTML[8] (HyperText Markup Language):



Definition: The skeleton of your e-commerce site. It structures content like product listings, images, and checkout buttons.

CSS [9](Cascading Style Sheets)



Definition: The skin and layout designer. It controls colors, fonts, spacing, and responsive design (e.g., making product grids look good on phones).

JavaScript [10](JS):



Definition: The interactive brain. It handles dynamic features like “Add to Cart” popups, real-time price updates, image sliders, and form validation without reloading the page.

PHP [11]:

Definition: The server-side engine. It processes login forms, fetches product data from the database, manages user sessions, and dynamically generates HTML pages (e.g., product.php?id=5).

MySQL [12]

Definition: The data warehouse. It stores product details, user accounts, orders, and inventory using structured tables queried by PHP (e.g., SELECT * FROM products WHERE category = 'shoes').

3. Authentication page :

At the top, there are two tabs: LOGIN

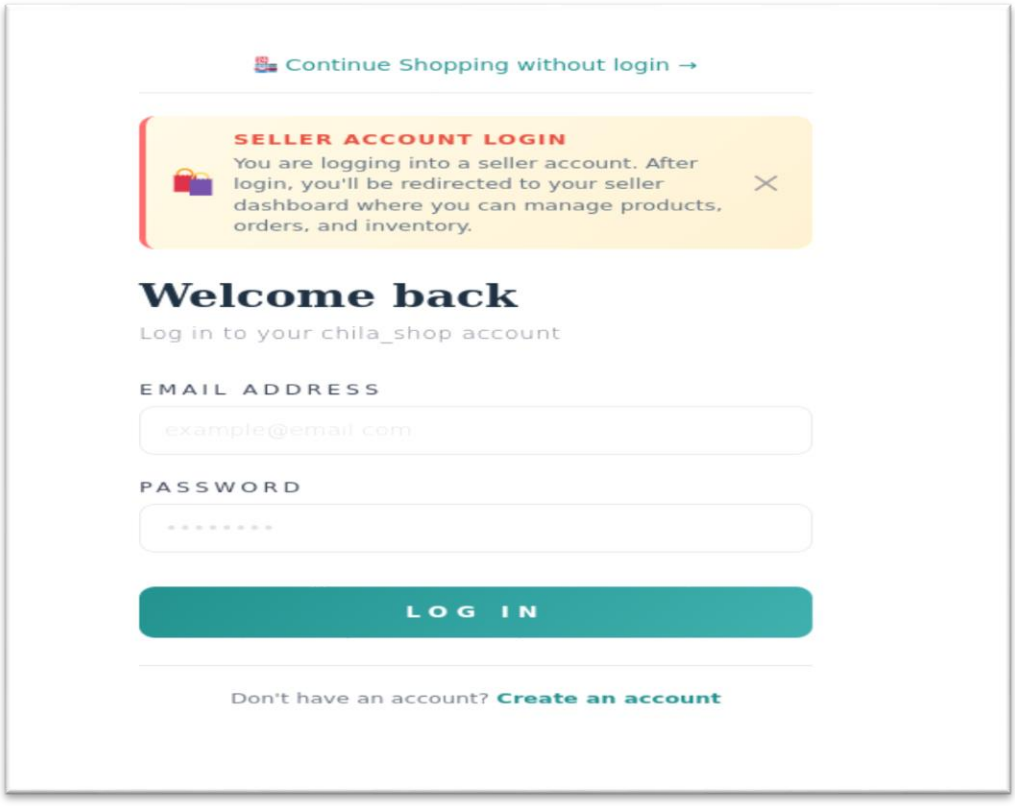
Below that, a message says: *"create your account"*.

Two input fields are present:

- **EMAIL ADDRESS**
- **PASSWORD**

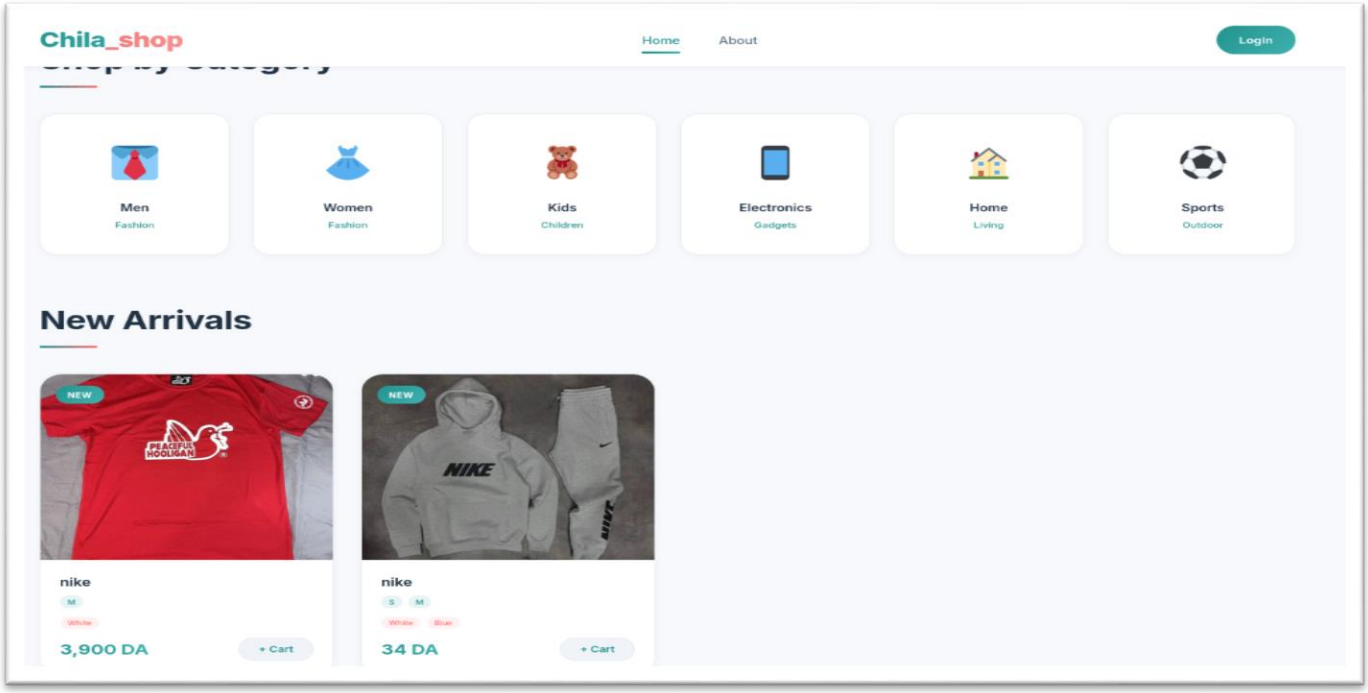
A LOGIN button is

fields.

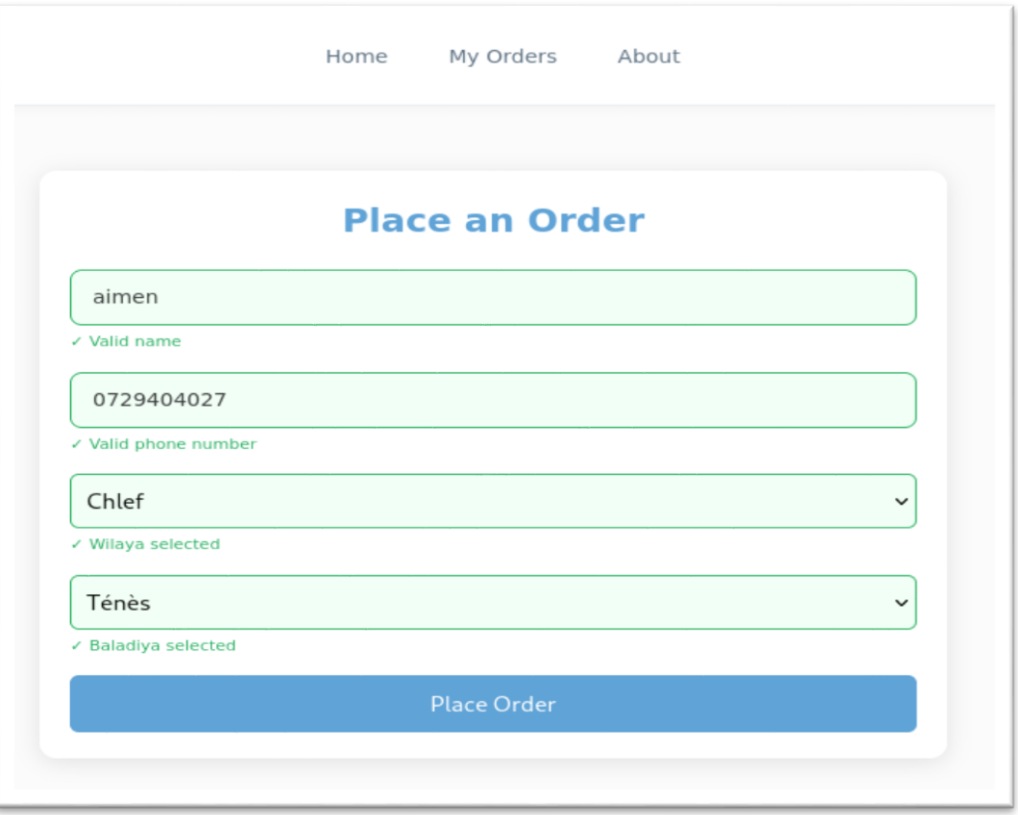


4. Buyer page :

The interface shown in the image is designed for the buyer. It allows the buyer to view available products and purchase them directly through this page.



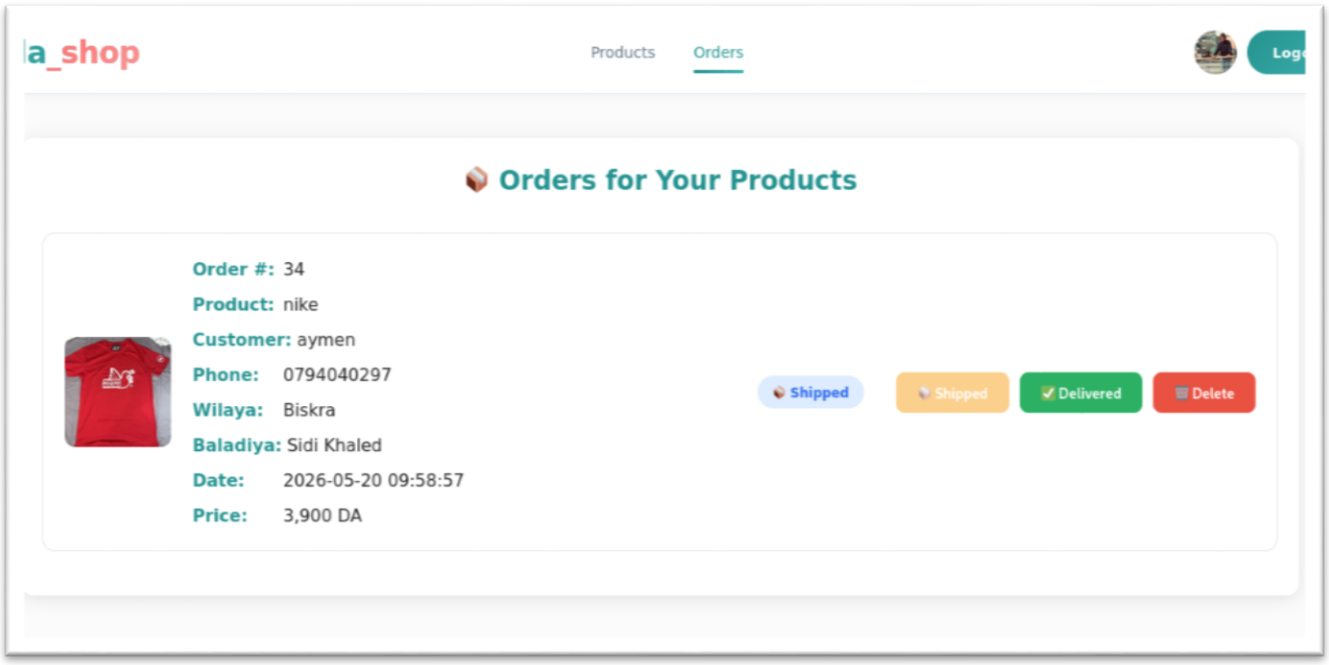
5. Order page :



The buyer can place an order by using the "Place Order" button at the bottom of the page. The page includes a navigation menu with Home, My Orders, and About options.

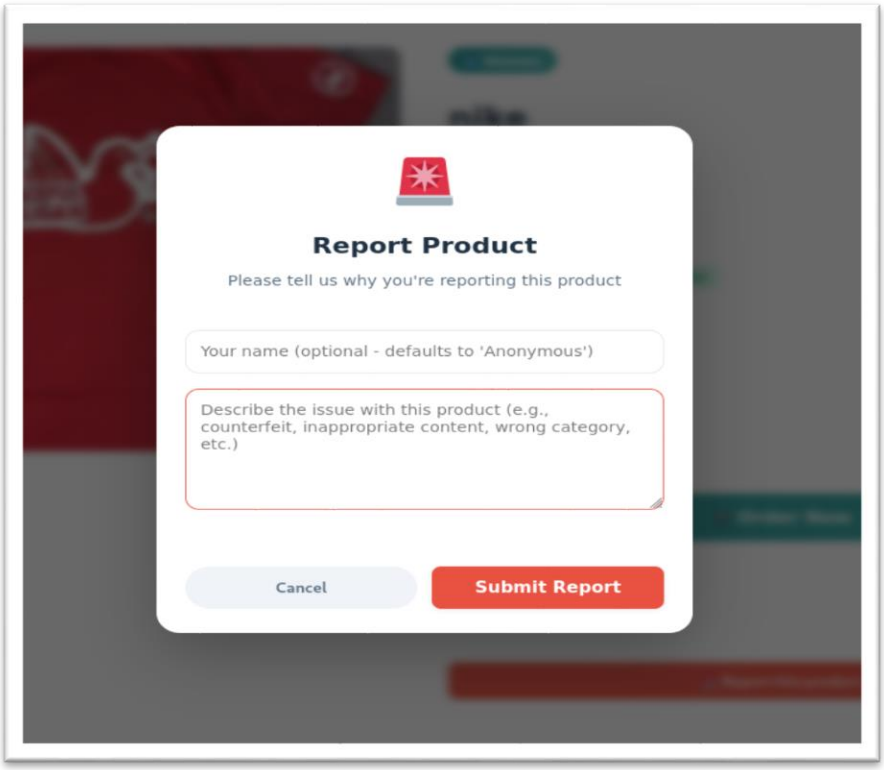
- **Orders for seller page :**

It displays order details including order number, product name, customer name, phone number, wilaya, baladiya, date, and price. The seller can view all received orders through this interface. Additionally, the seller can modify the status of the product from this page

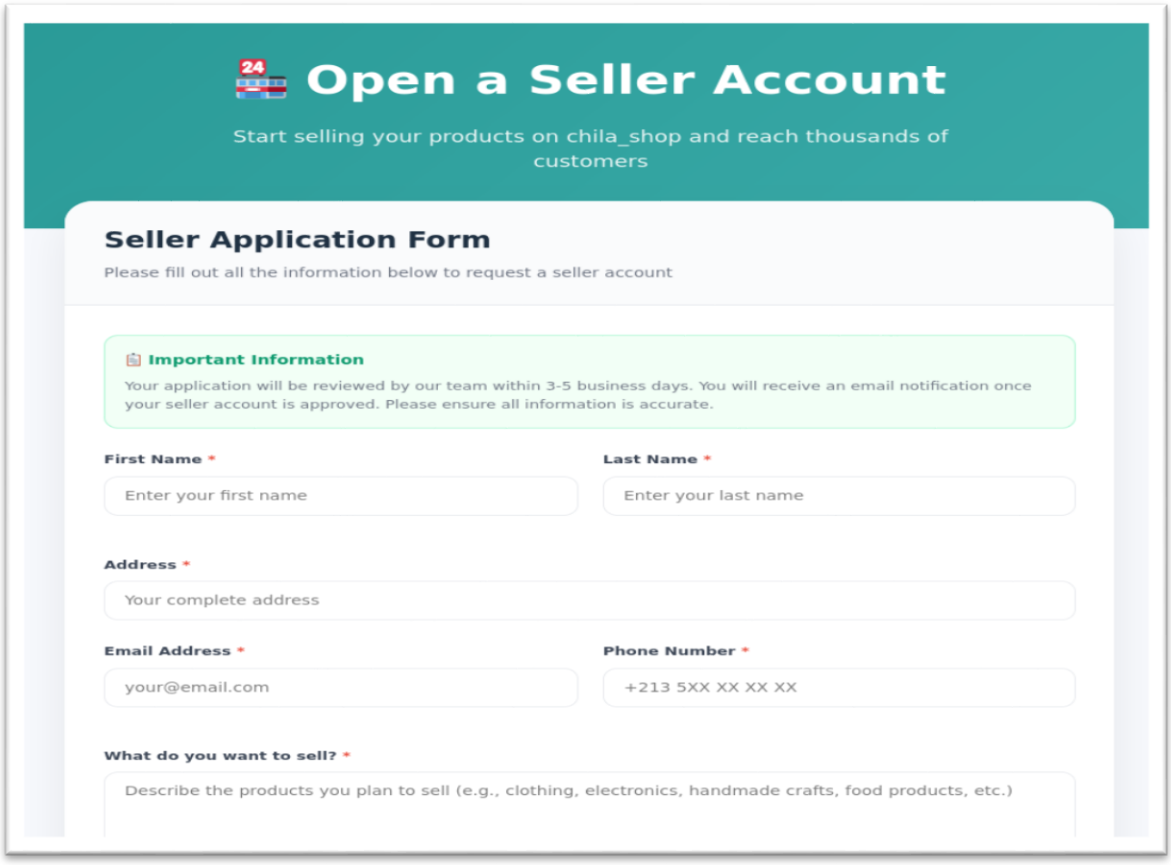


6. report page :

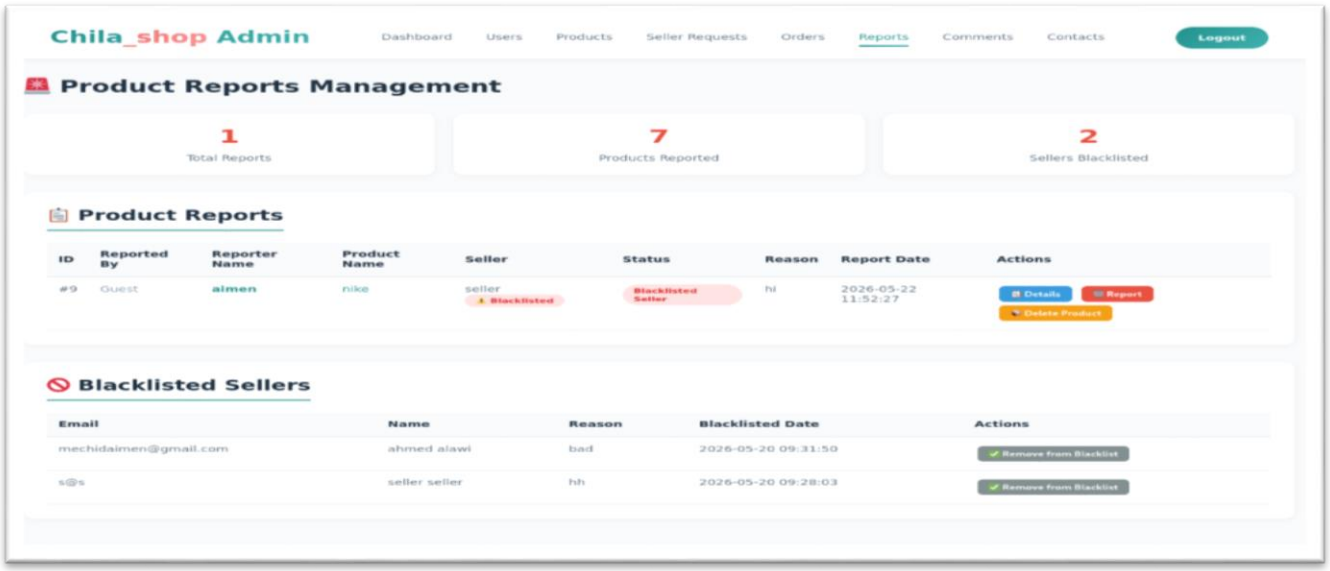
The report page allows a customer to reporfraudulent or suspicious product by clicking the "Report" button and writing the reason. The system then sends the report to the administrator for review. The administrator can verify the report and, if necessary, add the seller to the blacklist and delete the product from the system.



7. seller request page : in the seller request page ths seller make a request t oopen an account in our web cite he put information to the formula and send it to the admin



8. admin report page : the admin can do many thing (manage users /report /product)



Bibliography :

[1] : refers to commercial activities including the electronic buying

[2] : Unified Modeling Language

[3] : implementing multiple layers of protection to safeguard user data and maintain the integrity of a websit

[4] : the **trustworthiness of the content** (information reliability) and the **technical stability of the site**

[5] : how quickly a website loads and how smoothly it responds to user input

[6] : to let users complete their tasks with minimal effort or frustration. A classic example is the **Airbnb search bar**

[7] : ensures that information remains accurate, consistent, and reliable as it moves between the user and the serve

[8] : Hypertext Markup Language

[9] : Cascading Style Sheets

[10] : is a programming language and core technology of the Web

[11] ; general-purpose scripting language geared towards web development

[12] : Structured Query Language

[w1] : https://youcan.shop/fr

[w2] : https://www.shopify.com/fr

[w3] : https://www.ouedkniss.com/?lang=fr

[w4] : https://en.wikipedia.org/w/index.php?search=use+cas+&title=Special:Search&ns0=1

[w5] : https://fr.wikipedia.org/wiki/Diagramme_de_s%C3%A9quence

[w6] : https://fr.wikipedia.org/wiki/Diagramme_de_classes