E-Mall and Virtual Trial Room

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Abstract : Looking over the new era of technology and its genres growth, the cities are turning smart and the requirements with the best technology is made must. Looking over the current trends and human generation. The idea of E-mall is being proposed, where the humans around need entertainment without hanging around in the busy world.

Nowadays everyone wants to look fashionable. But, it is difficult for ordinary users to make a decision on the current trend of fashions, whether it's clothing, accessories or many others. Moreover, when you are shopping online and want to try a better look with your selected stuffs present in shop cart.
However, current existing e-commerce websites needs many inputs for live trial of their online shopping list this would influence the user experience. And, it would help many users to select their personal brand accessories. Hence, we have introduced such system live that would allow user to do almost all the trials from the location they want. The proposed system would be platform independent and made up of mostly all the free-source development tools so that If taken
Commercially later we will keep the cost as low as possible, or would be kept as brand with some tie-ups or an individual platform. This may further make it accessible in small time running even in the malls by IoT.

Keywords: E-Commerce, Virtual Trail Room, Web Service/App, Online Multivendor Shop, E-Mall.

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I.   Introduction:

The E-mall would enable vendors to setup online shops customer to browse through the shops and the system administrator to approve and reject request for a new shop and to maintain list of shop categories. The main agenda is to design an online shopping site and to manage the product in the shops with the trending first or with the current offers live. With the notification to the vendors of the shop adding virtual trial room as the main advantage for those who can't move physically to the shops. A virtual trial room is the online equivalent of the shops near to the same as In-Store Changing room i.e. that enables Users/ Shoppers to try clothes for their looks shape and fitting size.

❖ To provide a high accessibility of service will design the online shopping website, so that potential customers need not go to a physical shop to buy products or services.

❖ The just need to go online to complete their purchases. Unlike the prevailing "brick and mortar" shops which have physical existence, will operate solely from cyberspace.

❖ Interactive marketing, ordering, payment, and customer support processes on world wide web

❖ To provide a digital E-commercial website with a web service for the customers to browse and shop the chosen products with Virtual Trial Room and easily pay for the selected products with the current attractive offers and hassle free shopping.

II.   Literature Review:

In this chapter, we will look at website that have been researched and implemented by other researchers. For further understanding on their methods and techniques, refer to the

reference page.**Elizabeth Goldsmith and Sue L.T. McGregor (2000)** analyzed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research are given. **Andrew D. Mitchell (2001**) examined the key issues that electronic commerce poses for Global trade, using as a starting point the General Agreement on Trade in Services (GATS), the World Trade organization (WTO) agreement most relevant to e-commerce. **Jackie Gilbert Bette Ann Stead (2001)** reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, Web sites that do not carry an "advertising" label, cyber squatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online, and "dinosaurs" were discussed. **Mauricio S. Featherman, Joseph S. Valacich& John D. Wells (2006)** examined whether consumer perceptions of artificiality increase perceptions of e-service risk, which has been shown to hamper consumer acceptance in a variety of online settings**. Paul Viola & Michael Jones (2001)** had implemented on rapid object detection using a boosted cascade of simple feature

2.1 Research Objective/Aim

Today the internet and its boom has created a new economic scenario that only stress on the classical concept of product but also on the modern concept of service. It is the level of service that dictates whether a commercial venture will succeed or not in the market. To provide a high accessibility of service will design the online shopping website, so that potential customers need not go to a physical shop to buy products or services. The just need to go online to complete their purchases. Unlike the prevailing "brick and mortar" shops which have physical existence, will operate solely from cyberspace. Most current systems have a physical foundation that is the root cause of quite a number of problems. By maintaining Multiple store fronts, itself being an expensive proposition, store prices are forced to rise. Thus by adding in the website with a newly added functionality or the web service of trial room it will become more accustomed for using internet, they via online products and trail services online as time saving and cost saving experience which is the very essence of our online shopping system. Shopping has been considered as a recreational activity by many. Shopping online is no exception. The purpose of this project is to provide a digital E-commercial website with a web service for the customers to browse and shop the chosen products with Virtual Trial Room and easily pay for the selected products with the current attractive offers and hassle free shopping.

Flow of the project

The project is basically a web-site which is combined with a web service called as virtual trial room. Basically there are various functionalities or flow by which a customer can browse in the E-mall and select the desired or required product

1) The entry: A customer can login in to a Website or E-mall by using internet as a sole medium

2) Login credentials: Wen he/she is logged in can browse through the shops and select the product and can add the product to cart.

3) Virtual trial room: Once the product is been selected by customer he/she can try the product in virtual trial room

4) Payment: As the customer is ready to buy the product he/she can buy the product by undergoing the simple payment process

5) Payment methods: Customer can pay it through Credit card, Debit card, or Net banking facilities and can get the invoice and product shipped within the desired period
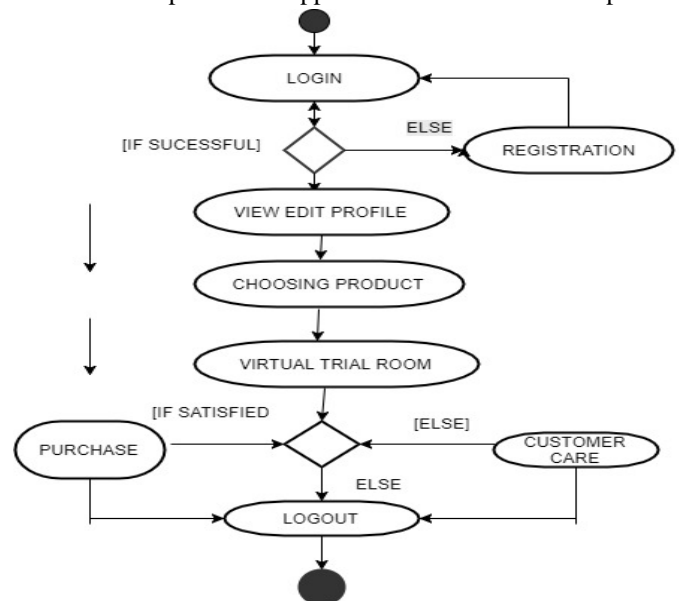
Working of E-Mall.

3. MAIN FACTORS:

- Administrator
- Shop owners
- Merchant
- Customer

Administrator: Administrator will administer the entire E-Mall and will keep the shops up to date. The main role of the administrator will be to maintain the list of shop categories,

and to check if anything malicious is happening in any end related to the shopping cycle

Shop owners: Shop owners in the E-Mall would maintain the list of shop perspective and products which will be displayed to the customer. Shop owners has the responsibility to check the stocks of the products hence displayed so the customer can browse in for hassle free shopping

Business Considerations

A wide variety of businesses can run over the E-Mall .Various Products can be marketed in the E-Mall for example: Jewelry, electronic goods, fashion related products (make up items, cosmetics) etc. customers or consumers can check the physical appearance and the product information by the website, they can check the review and buy the product. Various people can open their shops in the E-Mall and can sell those products. Small business can be run or operated over the large platform where the business can gain profit and can increase the sale of those products, off course the product rates should be low and products should be of good quality. E-Mall Vendor are given an entry to display N number of Products, however present detailed information about the cost involved with becoming an E-Mall vendor will be assigned lately .The approach of offering range of membership options is wise, as it will give rise to a diverse e-marketplace where small businesses that cater for niche markets can afford to be present next to large multi-national companies. This e-marketplace diversity gives consumers a greater range of options when making their purchases. It also encourages small business owners with unique ideas, and product offerings to venture online, and take advantage of e-commerce technologies.

Merchant: As a significant proportion of e-mall members are small businesses with very few IT resources and little knowledge of e-business, the additional services offered by e-malls can play a major role in the success of an online store.

Similarly, additional services will also be of great importance to larger business, as they are also concerned with the return on investment they will receive, and the value derived from the relationship with an E-mall. The diverse range of membership options on offer by E-mall presents a variety of different services to merchants and their customers. The lower priced sites offer basic functionality at an affordable price for merchants. The features offered by the basic E-mall site include a listing above non-members, and listings in up to three different categories, along with the E-mall certified logo next to the company name. The deluxe option includes all of the basic membership benefits along with some free advertising and discounts on hosting and advertising fees. Another unique feature of deluxe membership is that the business is able to delete negative feedback. While the detention of negative feedback is beneficial to the business, allowing this action does

not provide customer with a very accurate review of the business.

Customer: As a customer any other person will look for quality, product, affordable price, variety, trending styles, lower cost, great reviews, customer help desk ,easy and safe shipping of products, return policy should be mendable, offers, safe payment gateway ,trends updated ,variety of options ,and a good GUI designed website, great experience in short Hierarchical categorization can be used to assist consumers with finding the product they require, however some E-malls have just one level of categorization. Another mechanism offered to users designed to assist them in the search for a particular product is a search engine facility. Often e-malls will provide both categorization and a search facility.

Security along with privacy

1. Web Payment Processes in Most e-commerce systems on the Web involving businesses and consumers (B2C) depend on credit card payment processes. But many B2B e-commerce systems rely on more complex payment processes based on the use of purchase orders. Both types of e-commerce typically use an electronic shopping cart process, which will enables customers to select products from website catalog displays and put them temporarily in a virtual shopping basket for later checkout and processing.

2. Secure Electronic Payments Security measures including encrypting data passing between customer and merchant, encrypting data passing between customer and company authorizing the credit card transaction, and taking sensitive information off-line When any customer makes an online purchase on the Internet, the credit card information is vulnerable to interception by network sniffers, software that easily recognizes credit card number formats. Several basic security measures are being used to solve this security problem.

They include:

- Encrypt (code and scramble) the data passing between the customer and merchant. Encrypt the data passing between the customer and the company authorizing the credit card transaction.
- Take sensitive information offline.
- Security methods developed include, Secure Socket Layer (SSL) - automatically encrypts data passing between the Web browser and a merchant's server.
- Digital Wallet – adding security software add-on modules to the Web browser.
- This enables the browser to encrypt credit card data in such a way that only the bank that authorizes credit card transactions for the merchant can see it.

3.   Secure Electronic Transaction (SET): Software encrypts a digital envelope of digital certificates specifying the payment details for each transaction. SET is expected to become the main standard for secure electronic transaction on the Web. Many e-malls also informed users about their in-house data security measures such as firewalls, secure servers, and limited staff access to information.

Virtual Trial Room: Virtual trial room is an added functionality .It will work same as the mall's changing Room where a customer can select in the product and can try in the virtual room. Virtual trial can be done to check whether the product suits the need of the user's requirement. Auto adjustments of the products would be seen while trying any product.

Steps of the trial:

1. The consumer enters with the cart filled for trail.
2. In Trail Room it portrays an view of the user in a dynamic real time Live video mode
3. It then adds virtual items.
4. Implement a virtual Mirror based on the consumer position.
5. Can change with interactive Digital Option On-screen.
6. And then the user can see those Items over itself.
7. If the user prefers to buy it he can do the same by paying for it.

Detail description of the working of trial room:(1)User will stand in front of the web camera.(2)The continuous mirroring of the person will be displayed on screen(3)He can then select the product to try(4)Virtual Items will be displayed to the user(5)And then the person can adjust the screen in zoom-in/zoom-out style(6)He can even select the color and can change the variety if attributes are given(7)Can also take a snap and can print if he wants(8)Can also proceed for buying.

Conclusion: The E-Mall and Virtual Trial Room mainly focus on the customer's satisfaction and hassle free shopping just by searching, viewing and then selection of the products according to its needs or requirement. The customer can even see the complete information of the product online. In case they earlier had any problem with the quality of the product so they can write their own review or can view reviews displayed by other shoppers. Administrator will accept or reject request of the vendors. Can add or remove product its brand and categories etc. can get updates on the new trends, secure payment process and many more functionalities.

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