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SURVEY PAPER ON WEB APPLICATION FOR HOME THEATERS

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ABSTRACT

In recent year the internet has become an important domain for business applications. We can easily communicate with the customers and implement business in the market using e-commerce websites, which will also help in increasing the profit and improve competitiveness in the market. This paper will propose a website development strategy for a website which uses content-based management system. This website will be home theatre designer application which will provide the solutions or products to the user according to their needs and requirements. To display the products we will be using ontology-based information retrieval system. This website will have a huge set of database, some of which might be irrelevant to the user so we are proposing a model which will give the optimum result based on the input from the user through filters. This study will provide useful insights contributing strategic decision-making and using limited resources to develop more preferred websites. When your customers wants to envision the business on-line and have instant access to your product or services. On-line searching may be a mode e-commerce website application that retails various products and services to the customers. This project permits viewing the required product out there and permits registered users to buy desired product using PayPal payment and can also place order by cash on Delivery possibility. This project can provides an access to the Managers to look at orders placed. This project is with the target to supply nearest dealer name and all the details related to the dealer such as address, store timings, ratings etc. to the client, client needs to shop for the merchandise from nearest approved business concern.

Keywords*: Website Development Strategy, Ontology, Information Retrieval, Optimum Solutions, Filters, Content-Based Management.*

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1. INTRODUCTION

E-commerce today is an integral part of both business and consumers. E-commerce concept deals with various issues and models, we have to use this model carefully to make e-commerce successful. There are various models designed based on perspectives such as customer behaviour perspective and website quality factors. To find the relationship between customer's website preference and financial performance. Ecommerce can be defined as the use of the internet to facilitate, execute, and process business transactions. Business transaction denotes to the term where the buyer and seller exchange goods or services for money. Information quality of a website can be measured based on accuracy, completeness,

currency and format. Accuracy means the degree to which the information is correct, unambiguous, meaningful, believable, and consistent. Completeness can be defined as possible stats relevant to the user represented by the stored information. Currency is the degree to which information is up to date. Finally, the format is the way in which information is presented in the manner which is understandable and interpretable to the user. System quality can be measured as on navigability, interactivity, response time and accessibility. Navigability can be defined as sequencing of pages, well organized for easily customized interaction for the user. Interactive includes the ability to customize the site's look, feel and content. Response time is the degree to which how quickly a website offers responses to request for the user. Accessibility is the degree to which information can be accessed with relatively low efforts [4].

Proposed Web application named TheaterKart is a Home theater designer application along with searching & locating the dealers. This helps users in buying home theater according to their needs & requirements and within their budget. This web application is mainly focused on people which do not like window shopping. The input will be given by the user through filters after logging in. The information retrieval strategy will be applied to generate the relevant solution. This web application is also providing most trending and most recently viewed systems, this can be done by using information retrieval methods. The most commonly used information retrieval method is crawling. Crawling is also called as spidering [5].Crawling means scanning the whole database and displaying the genuine information to the user. The web application specifies product details by searching, storing and retrieving user log details. The information retrieval is helpful in improving the quality and quantity exchange between user-to- business and business-to- user for purchasing the product. For designing the web application we are using JSP. Java Server Pages (JSP) is a technique that helps software developers to create dynamically generated web pages based on HTML, XML, or other document types. It released in 1999 by Sun Microsystems, jsp is similar to PHP and ASP but it uses the Java programming language[6].

2. LITERATURE SURVEY

Paper evaluates on how to make ecommerce successful. There are various ways of measuring website quality factors such as increasing profit and gaining competitiveness [7, 8, 9]. These models help in making a website development strategy for ecommerce by measuring website quality factors and enhancing those factors to make ecommerce successful. However it's a challenging issue in developing a preferred website for the customers, since there is a need of understanding online customer's perception. Business transactions can be made simple for buyer as well as seller in exchanging goods or services for money [1].

Strategy can be made by creating links between e-business drivers, operational excellence measures and financial success measures. Quality must be provided with quick responsiveness, assurance and effectiveness of online support capabilities. According to research users tend to select technology that has been selected by large number of other users. Studies have also found that price savings significantly influence customer's satisfaction and could have negative effects in selling high price products. Trust is an important part in ecommerce growth and development which refers to security and privacy. Protection of customer's information and various types of data are collected during customer's interaction with ecommerce websites [1].

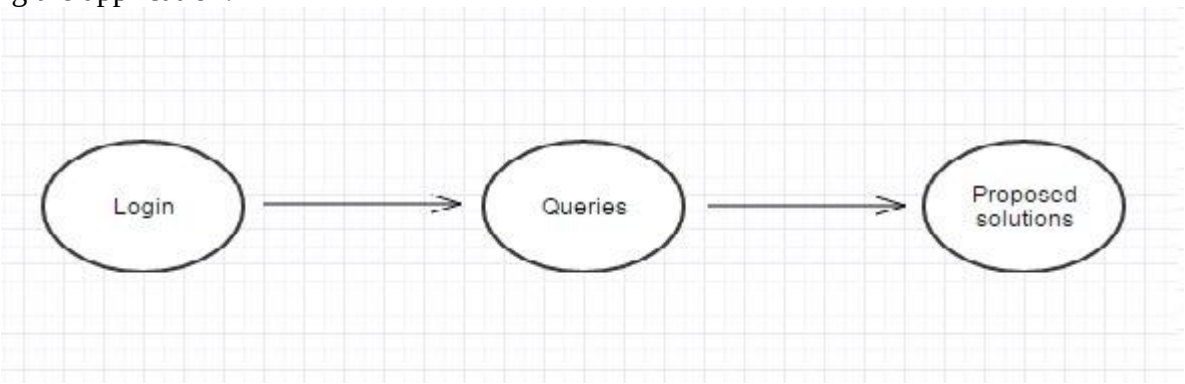
The paper refers to easy retrieval of information by using ontology based retrieval methods. As ecommerce has become an important part in people's day-to- day life of this revolutionized world [10]. Searching and surfing data for website activity becomes essential as lot many options and websites for single entity of ecommerce is presented before user. Internet consists of large set of databases were many not as much relevant data of no choice to particular task of user exist. In this paper a basic ontology of ecommerce along with its superclass and subclass as well as its siblings. The crawler is ontology based ecommerce application [2].

There is a huge data available on web. Today, web pages give simple access to heap of content and mixed media information [11]. There are about one billion pages are listed via web crawlers and discovering of carved data is very difficult. One of the important issue related productivity of data social affair is "over-burden". The issue of data over-burden happens when a different number of unimportant records may be thought to be relevant [2].

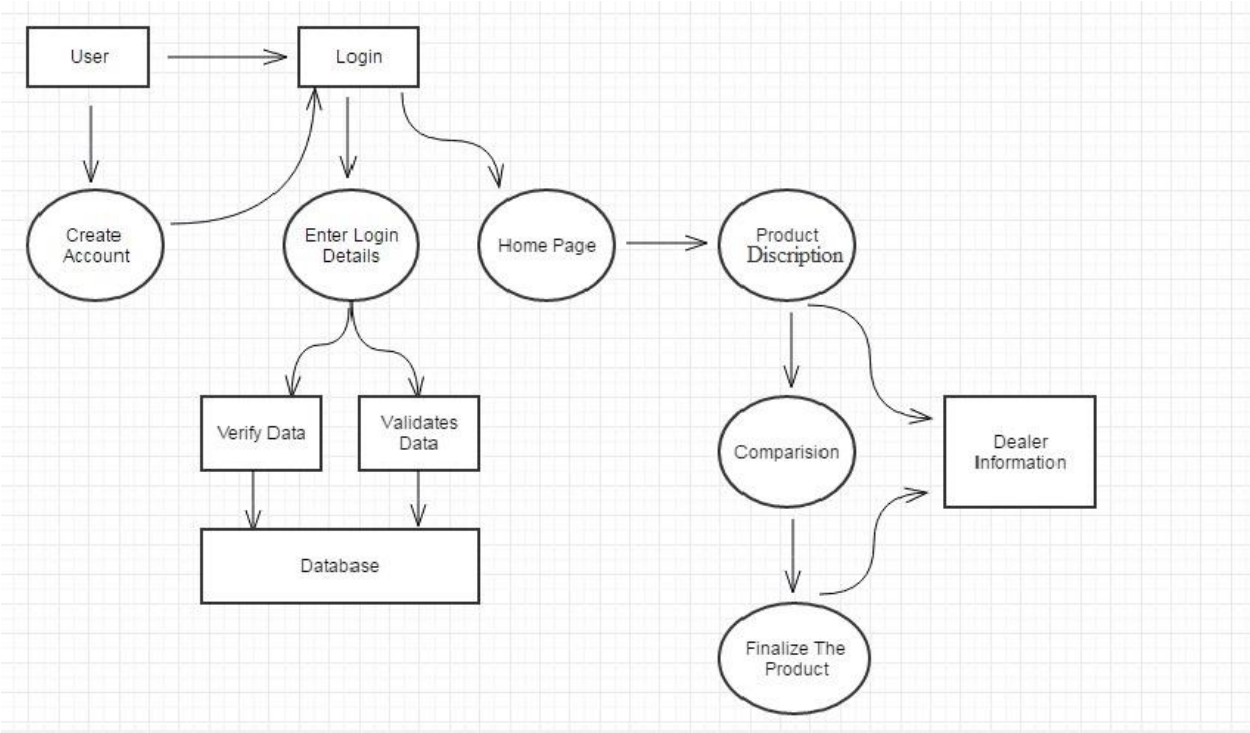
There can be various suggestions to our own idea of web representation in the form of a website. Motive to develop a specific representation of the website can be educational purposes or business demands. It's important that the representation of the web and the content should be up to date. Therefore, it is necessary to assure its update. The current study identifies the problems which related to website management. It presents various methods for web management and representation. It documents experiences and suggested solutions which can be related to our web based tool for content management systems. It also evaluates the correctness or how appropriate is the solution. The idea of using already prepared graphic templates fulfil the demand for combining graphic templates to create and improve website's graphics [3].

3. PROPOSED MODEL

A large number of studies have been made for developing a web application which is based on a CMS (content management system).There should be user satisfaction while accessing the application.



The above model gives the rough idea about the working of a system. In this system, the user first login into his account. The will first have to register through Facebook and Google account and if the user has already register with the website then he can directly sign in with his username and password. The will not be able to answer the queries unless he logs in. After logging in, the user will be redirected to the homepage and all the trending and most recently viewed systems would be displayed. The user can use the filters provided in the website, the filters would contain different parameters such as price, brand, type of system etc. The more detailed model is shown below.



In this model a particular user can act in two ways, either he can directly logs in or if he does not have any account then he has to first create it and afterwards enter the log in details. These log in details are verified and validated from the database and thus the user can able to see the homepage. After performing different queries the required solutions are displayed. The solution can be compared with the different systems and also the in detail description of the particular solution is shown. After finalizing the product, the dealer's information is shown to the user where he can book a demo for that product and take a visit to the dealer and gain more information about the product.

4. CONCLUSION

Based on the previous studies and different papers which are referred, the proposed conceptual model provides a simple way to use a CMS based application and on the understanding of the online customer's perception but the proposed model's main focus is provided on the satisfaction to the end user. User will be satisfied with the features provided such as filter, dealer's location and also we can provide reviewing system .The trending system and mostly recently viewed system will help user to get to the most popular products.

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