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# Designing a website for a university club for E-commerce purposes

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## ABSTRACT

An ordering system is a collection of comprehensive procedures that are used to manage the ordering process. People's food budgets have steadily increased as a result of economic development, social structure changes, and lifestyle shifts. Many opportunities are appearing on the internet as a result of the rising awareness of the internet and the technologies associated with it. Our project is a website designed for the club located in Al-Maarif University College, Ramadi city in Iraq. This site and App aim to facilitate the process of ordering and purchasing the products of this restaurant in an easy electronic form. Among the best technologies WordPress based on PHP and its database which is MySQL used in designing this website, while Flutter used to design the mobile app. The site contains an interface for the direct selling point. Among the best features that it contains is the electronic payment mechanism (Master Card or Visa Card) as well as a direct payment, the attractive features of this website is easy-to-access, friendly user interfaces, and a flexible user experience when dealing with it. The website can be used to request products from home or to request at the seating table in the restaurant hall. It is thus considered an integrated electronic system.

*Keywords:* E-Commerce, Online ordering, Website Languages, WordPress.

## 1. INTRODUCTION

In the 1970s, the term "electronic commerce" was first used in the corporate sector. Due to the global expansion of electronic commerce, businesses are trying to gain a competitive advantage by leveraging e-commerce to engage with their customers (e-commerce) [1]. E-commerce businesses with the most expertise and success are beginning to understand the importance of not only having a website and a low price, but also providing high-quality electronic services [2].

An ordering system is a collection of comprehensive procedures that are used to manage the ordering process. People's food budgets have steadily increased as a result of economic development, social structure changes, and lifestyle shifts. In today's fast food and take-out era, many restaurants have opted to focus on quick order preparation and delivery rather than providing a complete eating experience. Until recently, most of these delivery orders were made by phone and computer. Any goods may be ordered online and

delivered right to your door [3]. Food orders can be entered manually or through a computer. This is known as the customer self-ordering system, and it allows customers to order their food themselves. The customer self-ordering system is a computerized system that allows customers to place their own orders at the restaurant and track those orders so that food may be prepared and delivered to the PCs [3]. New opportunities in online and mobile applications are emerging as a result of the enormous expansion in internet usage and the associated technologies. Restaurants will benefit greatly from the system by eliminating the need for paper records and instead employing a computer system to link each and every meal ordering transaction. Food is ordered online and delivered to the customer via a delivery system. This is made feasible by the deployment of a payment system that accepts electronic payments. Customers pay with their credit cards, though they can be served even before they pay with cash or check. As a result, the system will be designed to allow customers to place orders for food online and pay for it when it is delivered to their doorsteps [4-5]. There are numerous Android applications available nowadays. Customers will be able to place an order using their mobile phone and then pick up their goods in person or have it delivered to their home right immediately [6]. The needs for ordering foods are increased recently spatially with COVID-19 pandemic. The main objectives of this paper are applying electronic commerce by designing a website application for online ordering this website designed for Al-Maarif University club, in this paper, we try to improve the introduced services in that club by increasing the speed of marketing as well as enhance the healthcare by decreasing the crowding inside the club because all requests will be online. The proposed website and mobile app aim to facilitate the electronic

payment mechanism (Mastercard or Visa Card) as well as the direct payment mechanism. The designed website and mobile app applied firstly in the Iraqi Universities clubs, where there is no other university club have such website.

This study aims to teach the beginners about how to create a website, where it considers guidelines.

## 2. METHOD AND MATERIAL

### 2.1. System Requirements

The specifications of the computer that used for completing this work are: Windows 10, core i7, RAM 8G. We need to install the following Software: Android Studio, and Flutter.

- *Proposed Al-Maarif Club Web Design*

In this study, WordPress was used for designing Al-Maarif Club's website. The step by step procedure is mentioned below:

- *Hosting*

The host was purchased from Hostinger website (<https://www.hostinger.ae/>) for the Maarif Club project, based on the hosting features, the hosting duration was determined, and so completed the process of setting up the hosting account. The Hostinger website and subscription processes were thoroughly looked upon and the best was purchased, using the suitable payment method.

- *WordPress installation*

Inside the host, (automatic installer) icon is pressed in order to go to the WordPress install interface (figure 1). An account on WordPress was created by going to the automatic installer and choosing

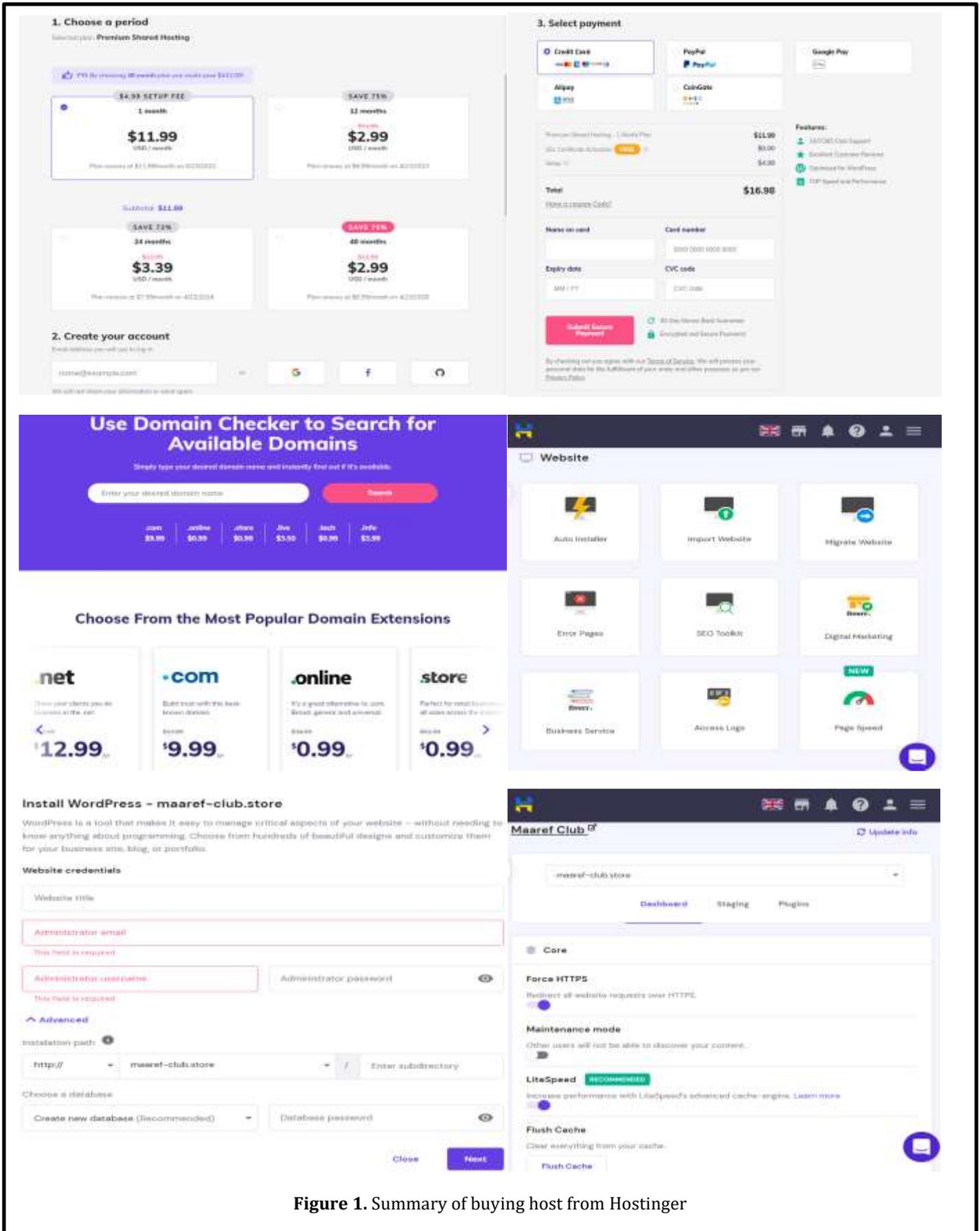
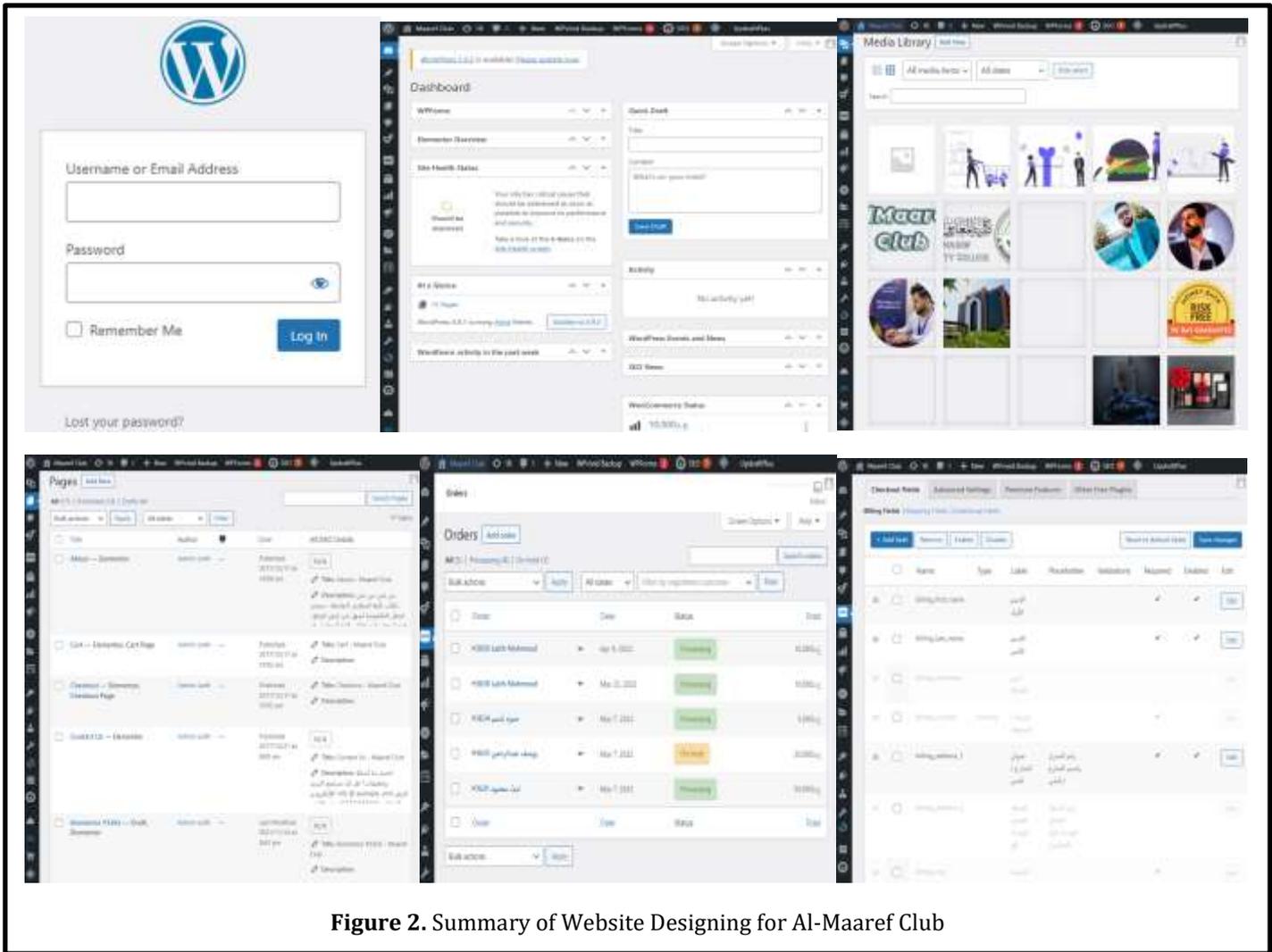


Figure 1. Summary of buying host from Hostinger



**Figure 2.** Summary of Website Designing for Al-Maaref Club

the WordPress option and writing the location data that contains the site address, the email of the site, the username, and password. Finally domain that consists of (maaref-club.Store) was added (figure 1). By clicking on the next button, the WordPress installation was finished.

When the installation of the WordPress is completed, a new window appears that holds the name of the website and contains all details of the project (figure 1). This page was more important to add features to a website.

### 2.2. Website Designing

In order to open a website, the following link was clicked: <https://maaref-club.store/wp-admin/>, by adding the username and password (figure 2) as shown.

After entering the information, the dashboard controlling interface was opened, this interface in the main window of the website as explained in Fig 2. The main interface of WordPress contains the following important tools, each tool has specific functions as follow:

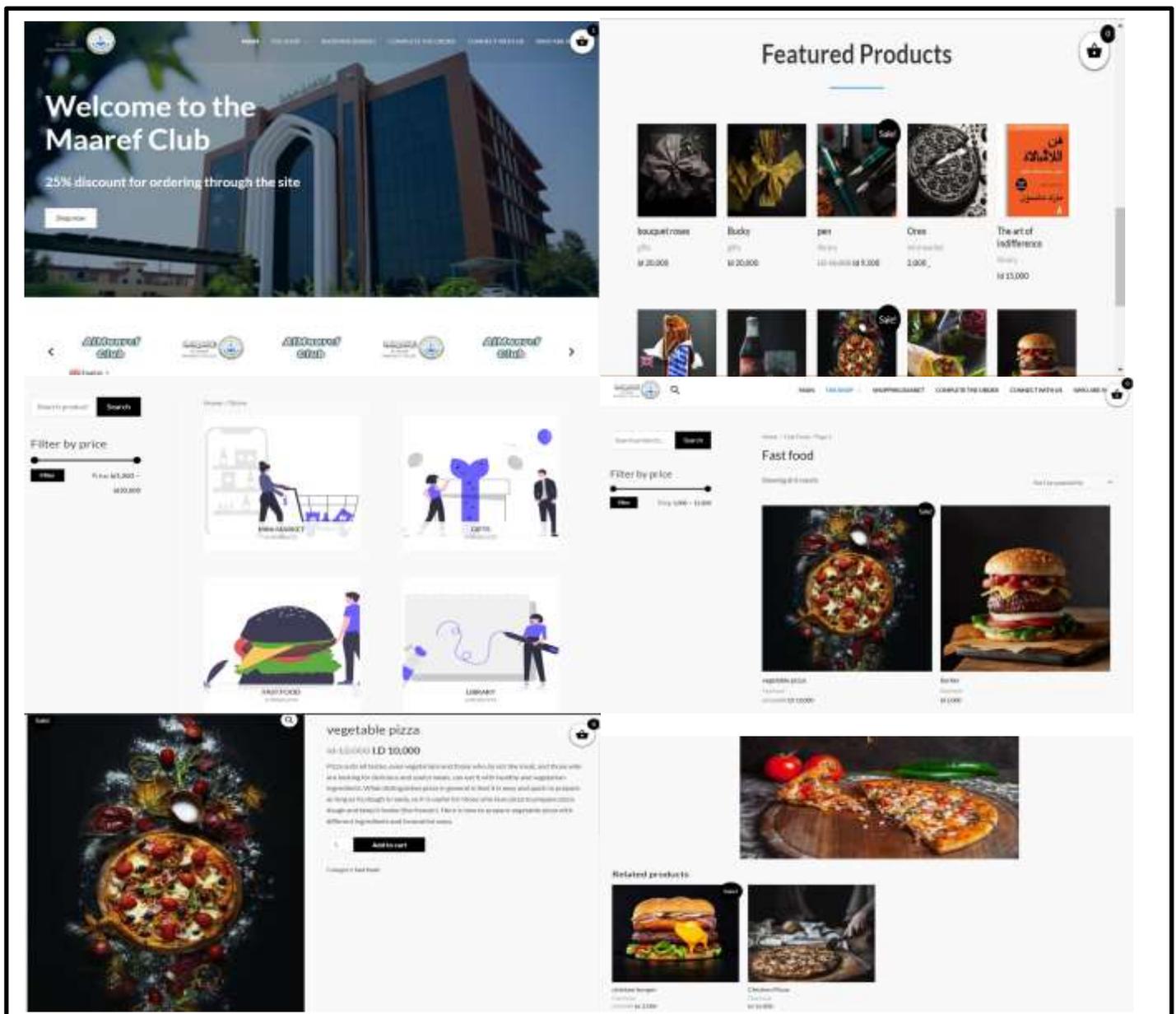
- *Media Library*: contains images of the all inputs as well as the background image.
- *Pages*: contains different types of pages in the site.
- *WooCommerce Dashboard*: the system's control panel interface, shape options and some requests received.

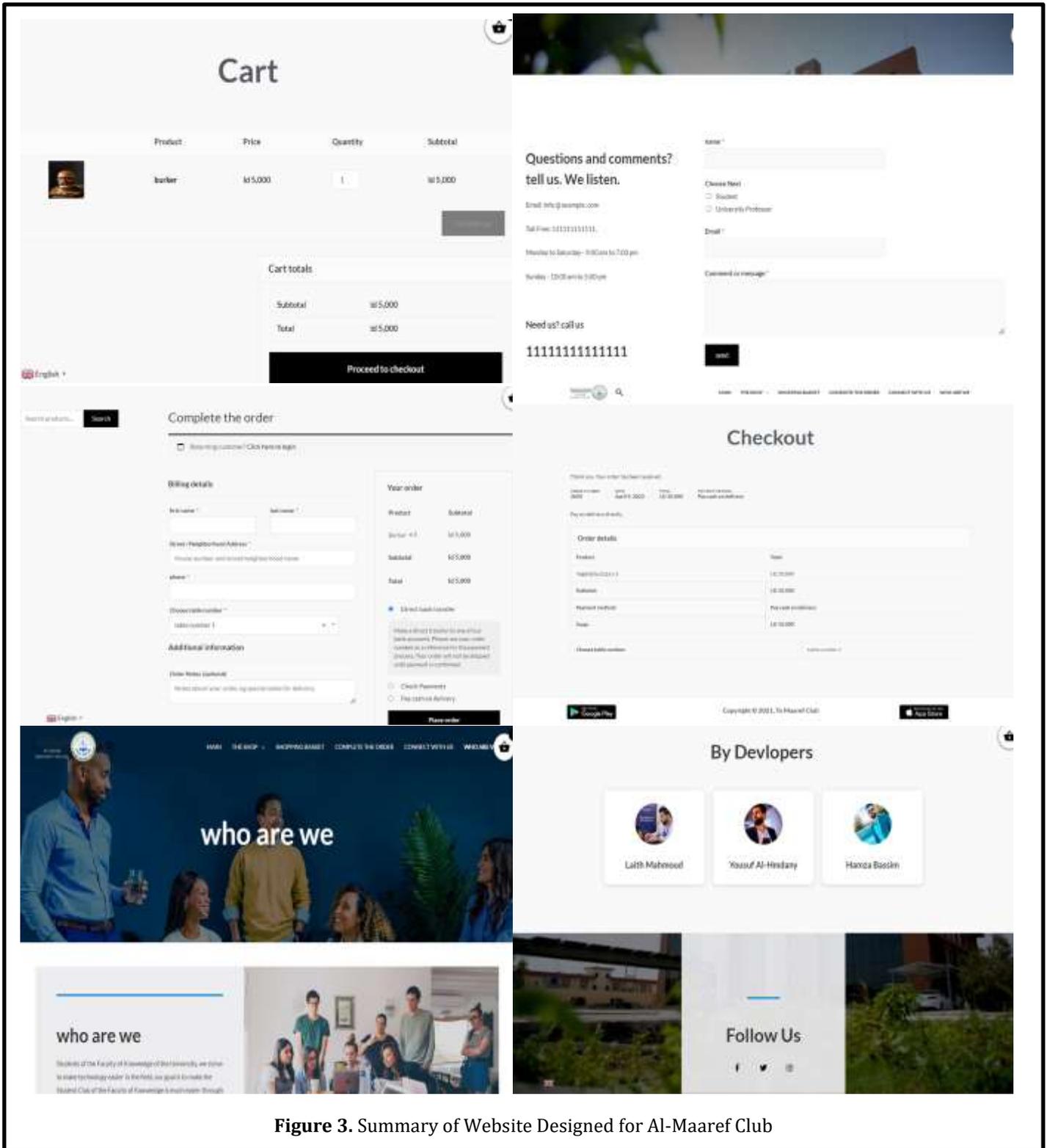
- *Checkout form:* choose and modify the information entry page to complete the buyer's order.
- *Products:* All products inside the Al-Maaref Club website that are added by the admin.
- *Create product categories:* responsible for adding product categories.
- *Add a new product:* All the changes according to the website's requirement can be done.

### 3. RESULT AND DISCUSSION

The designed website for al-maaref club could help the

student and people to place their orders where the food orders can be tracked on the site easily, in speed, and accuracy. The menu of the website is available online, so anyone can order anything available on the website. The important features of the site are real-time feedback and wireless connectivity as well as flexible payment. The user interface is attractive, easy-to-use, and flexible in allowing the users for dealing with it. No mistakes will be made in any of the operations, and the data we get from the center is guaranteed to be correct. Following are the pages and functions included in the website:





**Figure 3.** Summary of Website Designed for Al-Maaref Club

*Home Page*

To access the Al-Maaref Club website, the customer must click on the link (<https://maaref-club.store/>). The website designed to help the user to order from any

computer/ mobile phone. To make the website flexible, it supports three languages (Arabic, English, and Turkey). The user can choose the suitable language.

The main page consists of an app bar located at the top of the main page if it opened from mobile, or on the right side from mobile. which consists of the main page, store, purchase basket, completion of the order, contact us and who we are as shown in Fig 16.

And there is a bar below the homepage that displays the best-selling products and the products for which there are discounts. The footer of the page consists of copyrights of the site and the links to download the Al-Maaref Club application from the Google Play and Apple Store as illustrated in Fig 3.

#### *Store Page*

The Ordering page inside the Al-Maaref Club website categorized into: mini-market, gifts, fast food, and a library. When entering the fast-food section at the top of the page, there is a filter for searching either by famous product, recent products, high price, or by low prices.

When entering on the one of the products, for example, vegetable pizza, the product classification, a full description, more pictures about this product, and the option to add to the basket for purchases and the quantity of it entered into the shopping cart will appear as explained in Fig 20.

At the bottom of the page there are suggestions for other and related products to increase purchases. If the consumer needs to order this item, he/she press on add to cart button.

#### *Cart Page*

In the cart page, the selected products for the purpose of purchase were placed. The price of the product, the quantity and the total sum of product appeared, below is the total purchase basket and the grand total.

#### *Contact us Page*

This page is to receive questions and comments through a form within the site by leaving a comment for the site, whether a student or a university doctor, or any other customers.

#### *Checkout Page*

On the order completion page, the bill details includes the first name, last name, street address, phone number, the selection of the table number if the order was from the club, in addition to a field for additional information. In the left, two orders of products appeared, and in the lower left there are payment methods either by checks, bank transfers, or cash payment upon receipt.

After filling the information and clicking on confirming the order, the message will appear "*Thank you. Your order has been received*" to the customer. The product details, the grand total and the payment method for the invoice will appear.

#### *Who we are Page*

This page displays the name of the programmers that created the website and are responsible for developing it as well as their social media links for them.

## **4. CONCLUSION**

A convenient Al-Maaref-club ordering system has been designed to assist with a relevant issue. Based on the findings, the following conclusions can be made: online ordering website developed specifically for restaurants allows them to collect orders and modify their data, as well as aiding in administration and controlling the whole food system. Food delivery service is improved. This system is web-based, so extensive testing is required to ensure it's safe. Information about the system which has been permitted to be hosted will be provided on a data center console to employees. Adding order tracking on the map is a possibility. Multiple ways

to use the system in restaurants and other retail establishments. The concept of artificial intelligence, along with all of its various applications, is fascinating. And there's still so much more to discover. Also used in shops, malls, restaurants, and other places, the system can be utilized.

## 5. ACKNOWLEDGEMENT

NA

## 6. CONFLICT OF INTEREST

The authors have declared that there is no conflict of interest.

## 7. SOURCE/S OF FUNDING

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