Design and Implementation of Realtime Web Application for Small Scale Industry

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ABSTRACT: As the technology is growing rapidly everyone seems to be expressing their views in several websites. The rating of any online business web application is extremely dependent on the opinion of its users. Not solely business sites these days type of kind of business-like hotels, banks, shops, malls etc are accessible on the web. All of them look for online ratings from their consumers. Consumers place their opinion according to how they experienced the service. The proposed work is for the analysis of building reviews. Customers experience/feedbacks on the web application. On the analysis of the reviews we will analyze user experience for the business and compare with different similar businesses.

KEYWORDS: e-commerce, real time web application, graphics design, web developer

I. INTRODUCTION

A Platform to find investors for the products/projects and provides a customized design for their brands to improve business. A real time web application which is used to improve company’s trend and brand through digital marketing. The growth of business from the initial to a successful level depends on the brand as well as financial support where our platform helps to locate investors for the products/projects. The main objective of this project is to provide a Business to Business solution by progressive web application for the development of small/medium scale industries. The customized design module in the platform helps in the development of interactive application for the company. The platform helps in locating and connecting with their respective clients and customers through this platform. It also helps in improving the Customer relationship management in developing the company’s business process. Millions of users use the Internet as a cost-effective communications channel. It lets them exchange information with their target market. Web applications are usually coded in browser-supported language such as JavaScript and HTML as these languages rely on the browser to render the program executable. Increased Internet usage among companies and individuals has influenced the way businesses are run. The development of technology and information systems evolves an enterprise business model. Only few companies realize how web applications and website quality and brand awareness can increase consumer purchase intention. Therefore this research is aimed at investigating the influence of web application quality and brand awareness on the perceived quality effects on consumer purchase intention.

II. RELATED WORK

Web application gives consumers a clear idea of what your brand is about and what types of products or services you offer. Web application serves as that “home base” where you can send customers when they want to make a purchase or learn more about a particular product or service you offer. To encourage continued success, you need to attract new customers, and one of the best ways to do it is by making yourself visible on Google. Having a web application is an opportunity to make a great first impression and give people comfort that you’re a real business.
III. METHODOLOGY

(a) System Architecture

This project is based on a real-time web application which provides detailed information like the name of the company, logo, punch line/motto, vision, mission, product details and many more. Mainly our project is divided into 5 modules. Firstly, there will be a home page which will contain information like the name of the company, logo, and motto. Then, there is a second module About us which will contain basic information about the company. The third module is a product and design services which will contain all the detail information of product services. The fourth module is manufacturing details which contain all the detail information related to the manufacturing products. Lastly, there is the Contact details which contains all the detailed information like email ID, head office address, and other necessary details. It also contains a contact form for more details.

IV. EXPERIMENTAL RESULTS

Following are some snapshots of our web application:

(a) Home page
(d) about us (vision, mission and core value of company)

(e) Design/ product services
(f) Services offered

(g) Manufacturing details
V. CONCLUSION

In this project we have developed a web application for Microelectronics company which will give detailed information about the company. So, with the help of this web application different peoples can know about the company and this is also useful for the traders who want to work with the company in future. Hence, we've attempted our best to build the webapplications with an immaculate layout and architecture so that clients are presented notable features and convenient navigation. This will encourage more visitors to take a peek at the website, and potentially purchase from the business.

REFERENCES


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