Tutorial:
E-Commerce Web Development

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ABSTRACT

This paper introduces the fundamental concepts in effective and user friendly ecommerce web development. Content of this tutorial includes basics of HTML and XML, Client Side, and Server Side web development. Most often, we see in some of the ecommerce sites of multibillion dollar corporations having extremely confusing error checking mechanism of forms and web pages, which makes difficult to do ecommerce. In this paper, not only we will be dealing with programming aspects of an ecommerce web development, but also with some of HCI issues, which make ecommerce websites user friendly. When a user opens a web page, which is stored in a server, the file is transferred from the server to the client computer and viewed in the client computer. If it consists of client side scripts, execution of these scripts is done in the client computer. In Ecommerce Web Development, when a program stored in a server is accessed (usually these server side programs written in some scripting language and/or Java along with HTML code), the program is executed in the server; proper data is retrieved from database, HTML code is generated and code generated along with data is transferred to the client computer to be viewed. This tutorial starts with a review of HTML and how scripting languages as JavaScript/ VBScript can be used together with HTML code to add interactivity to web pages as Client Side Programming. Ecommerce Web Development is then presented using Microsoft's dynamic document technology, ASP (Active Server Pages). The paper ends with an Ecommerce Application; Internet shopping center.