A STUDY AND SETUP OF E-COMMERCE BUSINESS FOR PHOTOGRAPHY SECTOR BY IMPLEMENTING PHOTOGRAPHY APP USING ANDROID TECHNOLOGY

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Abstract: **This application mainly concerned with two aspects, photographers and clients. In the current situation the photographer is connected to those customers which they know personally. By using this application photographer will get huge range of customer to trade and has the chance expands his business over worldwide. This application uses client server architecture. Where the application will interact with the server and then store or retrieve data from the database located on the server side. The application will interact with the database through APIs (Application Program Interface).In this application photographer will create an account to get connected to this application and he can post his image on the portal. On the other side of the application client also has to login, after that he will be able to view the images posted by the various photographer around the world. This application have several options for the photographer like, renting the camera, requests for photoshoot and etc. And same for the client/customer also.**

Keywords: **API, Application, clients, Photographers, server.**

1.   Introduction:

Now-a-days the photographers are facing problems like lack of customers in the field of photography. The photographers are having customers which they know personally, because of that they are not able to expand their business. So this application will help them to expand their business World Wide. This application will create a platform for the photogarphers, they login to the application and will post the best images captured by them. On the other side of the application customers will able to see the various images posted by various photographers and they can select the photographer from various photographers for photoshoot. In this application there is also one option of renting the camera. In this option the photographer will put a camera or camers on rent and mention the details in the appliction like, camera details, locations, contact no. and etc. By using this application customer will get wide range of option of photographers and can choose best from those options.

In this application the Photographer has to create his account to get connected to this application. After the account is created then photographer will get a separate UI (User Interface) where he can post his images. And customer will get different UI where he just can view the images posted by the photographer.

What is E-Commerce?

E-commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings

[1]   Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants
[2]   Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
[3]   Business-to-business buying and selling;
[4]   Gathering and using demographic data through web contacts and social media
[5]   Business-to-business (B2B) electronic data interchange
[6]   Marketing to prospective and established customers by e-mail or fax (for example, with newsletters).
[7]   Engaging in pretail for launching new products and services.
[8]   Online financial exchanges for currency exchanges or trading purposes.

Fig 1.1 **E-Commerce Workflow** [Source:https://www.edrawsoft.com/template-e-commerce-workflow.php]

2.   Literature Review

There is a growing interest in adopting android in embedded real time environments.[1]This application is developed using android development studio in conjunction with SDK tools.[2] PHP Hypertext Pre-processor", is an open-source, reflective programming language used mainly for developing server-side applications and dynamic web content. XAMPP is a free open source cross platform web server package consisting of Apache Http server, MySQL database and interpreters for scripts written in PHP and Perl programming language. [3]MySQL is the most popular database system used with PHP. MySQL is open source RDBMS which manages the data contained within the databases. We have used the version MySQL 5.0.[4]For new users there will a registration process in which user has to create a new user id , password and enter his/her email id. After registration process user can go to login page to login.[5]

XAMPP provides support for creating and manipulating databases in Maria DB and SQLite among others.[6]Android is a software stack for mobile devices that includes an operating system, middleware and key applications. The Android SDK provides the tools and APIs necessary to begin developing applications on the Android platform using the Java programming language. Android based on Linux version 2.6. The system services such as security, memory management, process management are controlled by Linux.[7,8]
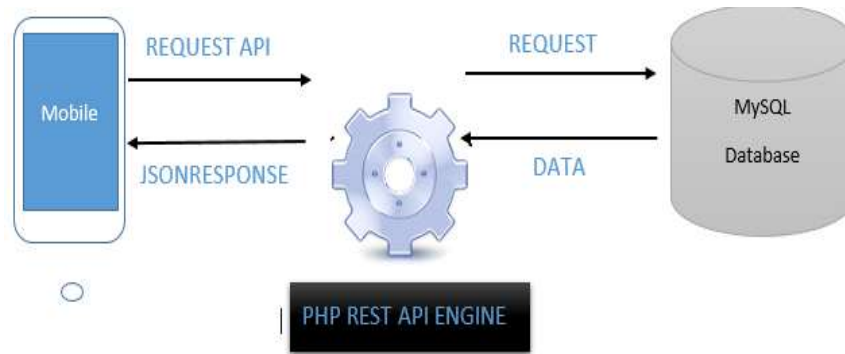
3.   Proposed Enhancement

This application works on client server based architecture. In this application various photographers will create their account and will able to post their images clicked by their camera and skills. These images will work as reference for the customer/client to select their desired photographer for photoshoot or for hiring camera on rent. This application has separate UI or portal for clients and the Photographers. After the Photographer has created his account he get UI to post his image on this platform and can also view the images posted by other photographers. And the client will also UI where he can see the images posted by various photographers, but he will get separate options like take a camera on rent or to book a photographer for Photoshoot. After the client selects one of the option, the Photographer will get immediate notification of the request made by the client. After the photographer will get the notification he may accept or reject the request for some reasons, after accepts or rejects the request client will get notification of request acceptance or rejection. After the request get accepted they will communicate and will decide the other aspects like ,time, date, price and etc.
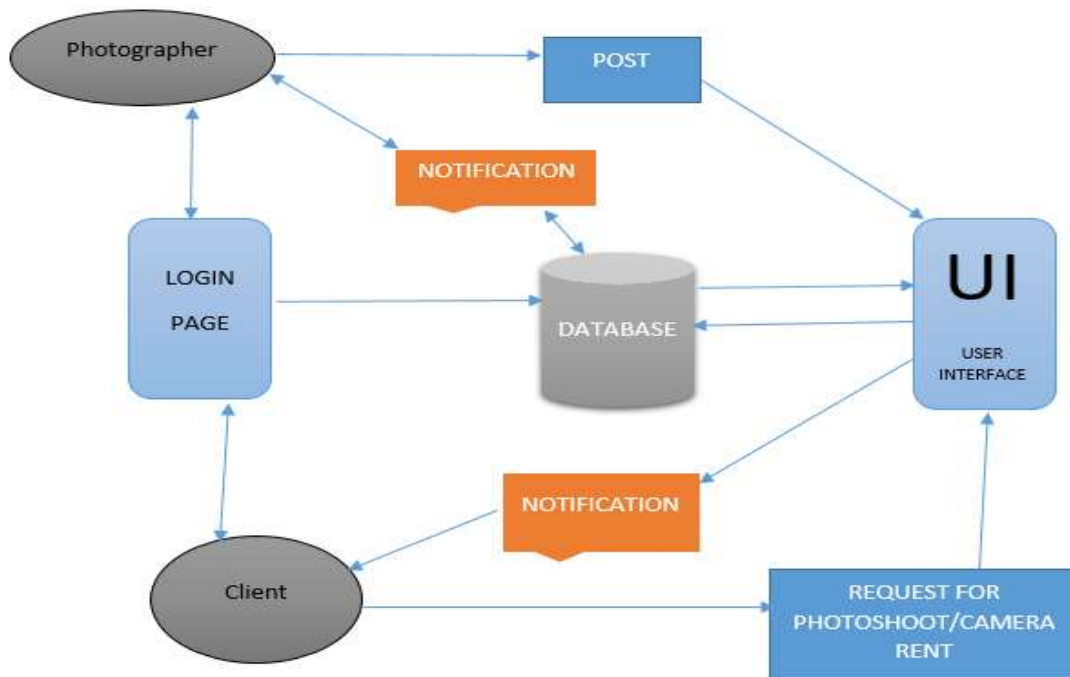
4.   Working Architecture

Design: Graphical User Interface on Smartphone

Background Architecture: Client Server Architecture

Data Flow Diagram(DFD):

In this application the Photographer has to create a new account if he is a new user for this application or have to login to this application. After he gets logged-in his details will get stored in the database and he will get access to the UI of this application. Same procedure has to follow for Clients also. Photographer will post the images clicked by his camera and that image will be stored in the database and the clients will be able to view that images so that they can book their desired photographer for a photoshoot or to hire a camera/cameras on rent. There will be a separate activity or page to hire a camera/cameras. After the client will make a request for a photoshoot or for hiring a camera on rent the photographer will get a notification of the request. After he accepts or rejects the request for some reasons then the client will get a notification from the photographer's side.

5.   Advantages

➢   Photographers can easily expand their business worldwide.
➢   Customer has wide range of variety in choosing appropriate vendor as per his demands
➢   Photographers do not need to have personal contact with the customer.
➢   Customer can directly communicate with the Photographer using the application itself.
➢   Cost redemption like Travelling expenses and etc.
➢   Customer can easily take camera on rent.
➢   Start-up can be easy for new photographers.

6.   Conclusion

In this current situation Photographers faces lots of problems to start their own business like, competition in the business, Gathering customers, represent their business worldwide, and etc.This application comes with the solutions for above problems. By using this application Photographers can easily operate their business with an efficient way. This application will help many new photographers to start their own business without any hesitation.

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