

AN-NAJAH NATIONAL UNIVERSITY



FACULTY OF ENGINEERING AND INFORMATION TECHNOLOGY
COMPUTER ENGINEERING DEPARTMENT

Graduation Project I

SALE

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Presented in partial fulfillment of the requirements for a Bachelor's degree in
Computer Engineering.

Jun-2023

Acknowledgment

We would like to use this chance to show our sincere gratitude to everyone who helped make this project successful and who gave us invaluable support. We sincerely appreciate Dr. Samer, our lecturer and supervisor, for his constant direction, encouragement, and support during the entire project.

We also want to express our gratitude to all the engineering professors who have been consistently helpful and generous with their knowledge and experience. We also wish to express our sincere gratitude to our families and friends for their unceasing support and inspiring remarks.

Finally, we acknowledge the immense blessings from Allah, as it is through His motivation, strength, and wisdom that we were able to accomplish this undertaking.

Disclaimer Statement

This study was authored by Nada and Marah, students from the computer engineering department at Al-Najah National University. It is important to note that the study may contain grammatical or informational errors. The content presented in this study does not reflect the responsibility of An-Najah National University. Furthermore, the university holds no liability for any misuse of this study for purposes other than its intended use.

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1 Abstract

While shopping, you see a lot of offers on the products you were looking for and need. However, you didn't know that this store offers them at a cheaper price than others. If you want to avoid wandering the aisles looking for take-home products at a budget-friendly price, you have to change your way of shopping. With our app, use your phone as your personal shopping assistant in the store, stay up to date with all the latest store offers, and perhaps the best thing to have your purchases actually delivered to you or reserved for you to buy yourself. The app will combine several features from different online shopping and delivery apps. There will be three types of users, marketplace members, buyers and delivery drivers. Market members can add or delete products, adjust prices and renew quantities. The application also allows making the necessary adjustments to each of this information as needed, and it can add the location of its store on the map for easy access.

Buyers can browse the products of the stores and they can also search for a specific product, and when they find it, it will show him all the products related to this product in all the stores that have an account in this application, and he can reserve products for 24 hours in their name in the store until they receive them themselves, and they can Order products to get them to their home as soon as possible. Also, he can send a message to any store to inquire about products in addition to calling, and the application will also contain a map that shows the user the stores available in his area. The application will display at the beginning of the page the products that have the closest expiration date for their display in the application, regardless of the store. In addition, we have an evaluation of the application and the user will be contacted in the event of a negative evaluation.

As for the delivery driver, he will receive all the required orders from the area close to him, in addition to the full invoice, as the driver's job is to buy the product from the market and deliver it to the customer as soon as possible at a reasonable price, and he can also communicate with the customer through messages or calls in addition To see his site to facilitate the delivery of orders to him.

2 Introduction

2.1 Motivation

The motivation behind developing this app stems from the common experience of shoppers facing challenges when it comes to finding the best deals, saving time, and ensuring convenience during their shopping trips. Traditional shopping often involves searching through various stores, comparing prices, and dealing with the hassle of carrying purchases back home. This can be time-consuming, inefficient, and may lead to missed opportunities for better deals.

The app aims to address these issues by providing a solution that revolutionizes the shopping experience. By utilizing the app, shoppers can transform their smartphones into personal shopping assistants, enabling them to effortlessly navigate stores, stay updated on the latest offers, and benefit from the convenience of having purchases delivered to their doorstep or reserved for easy pick-up.

Overall, this app aims to streamline the shopping experience, empowering shoppers to make informed decisions, save time, and enjoy the convenience of personalized assistance, while also providing marketplace members and delivery drivers with opportunities for growth and income.

2.2 Project objectives

Our program has three different interface types: one for consumers, one for drivers, and one for marketplace sellers. There is no cap on the number of times a user may reserve a product in the store under his name by making requests for it. A map that points out the position of the closest market where the user may see all the products featured in the application, his invoice and the required shipping fees are presented, and payment is accepted upon arrival is one of its advantages.

2.3 Scope of the work

Our program offers a flexible solution that meets the needs of every person and gives them choice in their buying. The software encourages users to explore a larger range of possibilities and make decisions that best suit their needs and tastes by enabling them to interact with numerous markets.

2.4 Organization

This report has organized as follows:

- **Chapter one:** Overview about objectives and importance of this project.
- **Chapter two:** the description for constraints, standards
- **Chapter three:** Literature Review.
- **Chapter four:** Followed methodology for the implementation of the project.
- **Chapter five:** Result and Discussion.
- **Chapter six:** summarize the report, and provide information about future work.

3 Constraints, Standards and Earlier Course- work

3.1 Constraints Limitations

- Limited time constraints prevented us from incorporating numerous additional ideas into our app. Despite the abundance of potential features, we had to prioritize and focus on the most essential ones to meet our project deadlines
- We encountered challenges in integrating email functionality due to Google's discontinuation of certain features. This posed difficulties in allowing our app to access personal email accounts. We had to find alternative solutions to ensure effective communication without relying on direct email access.
- The integration of maps also presented challenges as specific map functions required additional permissions and capabilities. Overcoming these hurdles necessitated finding alternative approaches or workarounds to deliver a satisfactory map experience within the constraints of the project.

3.2 Standards

- frontend:
 - admin seller interface: html,css,js
 - user(customer,seller,delivery) interface: flutter
- backend:
 - admin seller interface:php
 - user(customer,seller,delivery) interface: nodejs

3.3 Earlier coursework

We have acquired our knowledge of programming languages through various courses we have taken at the university, including web development and database courses, as well as online courses. Additionally, we have learned proper coding practices through the training we received in conjunction with the project.

4 Literature Review

Ayzeen is a firm that aims to enable customers to make knowledgeable decisions about their food purchases. Ayzeen's main objective is to give customers access to the greatest pricing on the local market. Ayzeen seeks to accomplish this by compiling grocery price information from numerous supermarkets and online sources. Ayzeen makes it simple for customers to compare prices and make wise buying decisions by compiling this data. The objective is to give consumers more control over creating a household shopping list, searching for certain items, comparing pricing, and eventually making purchases. Customers should be able to take advantage of this convenience whether they prefer to purchase in-person or online for delivery. The goal is to improve consumers' overall shopping experiences and help them make wise judgments regarding their purchases by providing these functions.

Jabong.com [Score (5.11)] A store with a small selection of goods is Jabong Fashion Lifestyle Store. It only provides you with fantastic discounts on a variety of goods, from clothing to household necessities. It is referred to as a specialty retailer because it sells footwear, apparel, and other products related to fashion.

Zawadeh application is an app that provides convenient delivery services for both food and non-food items while taking into account the user's availability. Users of Zawadeh have access to a large selection of goods—more than 1,000 things altogether—all at affordable costs. Zawadeh aims to give its customers a simple and affordable purchasing experience overall.

5 Methodology

5.1 Tools, Methods and programming Languages

5.1.1 programming language

Our application was built using three different languages:

- (a) Flutter for the frontend.
- (b) Node-JS for the backend.
- (c) PHP, HTML, CSS, JS for the website.

5.1.2 Tools

- i. Node-JS.
- ii. Flutter.
- iii. Xampp.
- iv. Visual Studio Code.
- v. Firebase.
- vi. Google Map.
- vii. To test our project, we utilized an emulator that simulates the functionality of a REST API. A REST API, based on the principles of the REST architecture, enables communication through HTTP requests, facilitating various CRUD operations such as creating, reading, updating, and deleting data. By leveraging a REST API, we were able to seamlessly access our database and interact with the necessary data. This approach provided us with a flexible and efficient means of testing and validating our project's functionalities.

5.1.3 Database

For our project, we opted for the utilization of a MySQL database. The database schema consists of several tables, each serving a specific purpose. The essential tables incorporated in our project include:

- **Users Table** : Each individual user possesses their unique account.

















#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1 username	text	utf8mb4_general_ci		No	None			 Change  Drop  More
<input type="checkbox"/>	2 useremail 	varchar(200)	utf8mb4_general_ci		No	None			 Change  Drop  More
<input type="checkbox"/>	3 userpass	text	utf8mb4_general_ci		No	None			 Change  Drop  More
<input type="checkbox"/>	4 userphone	int(11)			No	None			 Change  Drop  More
<input type="checkbox"/>	5 userplace	text	utf8mb4_general_ci		No	None			 Change  Drop  More

Figure 1: Users Table

- **Seller Table** : sellers are provided with their individual accounts.

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	suparketname	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	2	selleremail	varchar(200)	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	3	sellername	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	4	sellerpass	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	5	sellerphone	int(11)		No	None			Change Drop More
<input type="checkbox"/>	6	sellerplace	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	7	xlocation	varchar(200)	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	8	ylocation	varchar(200)	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	9	sellercard	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	10	flag_req	int(11)		No	None			Change Drop More
<input type="checkbox"/>	11	superid	int(11)		No	None	AUTO_INCREMENT		Change Drop More

Figure 2: Seller Table

- **Delivery Table** : Every delivery has his own account.

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	deliveryname	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	2	deliveryemail	varchar(200)	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	3	deliverypass	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	4	deliveryphone	int(11)		No	None			Change Drop More
<input type="checkbox"/>	5	deliveryplace	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	6	deliverycard	int(11)		No	None			Change Drop More
<input type="checkbox"/>	7	flag_req	int(11)		No	None			Change Drop More

Figure 3: Delivery Table

- **Products Table** : Each product is characterized by its own specific features, and in each market, it is identified by a fixed and assigned number.

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	productname	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	2	oldprice	int(11)		No	None			Change Drop More
<input type="checkbox"/>	3	newprice	int(11)		No	None			Change Drop More
<input type="checkbox"/>	4	producttype	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	5	productcount	int(11)		No	None			Change Drop More
<input type="checkbox"/>	6	Sold	int(11)		No	None			Change Drop More
<input type="checkbox"/>	7	namesupermarket	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	8	percent	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	9	productimage	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	10	productid	int(200)		No	None	AUTO_INCREMENT		Change Drop More
<input type="checkbox"/>	11	exp	date		No	None			Change Drop More

Figure 4: Products Table

- **Carts Table** : Each customer has his own shopping cart.

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	idcart 📌	int(11)		No	None		AUTO_INCREMENT	Change Drop More
<input type="checkbox"/>	2	emailcust	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	3	nameitem	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	4	numitem	int(11)		No	None			Change Drop More
<input type="checkbox"/>	5	totalprice	int(11)		No	None			Change Drop More
<input type="checkbox"/>	6	namesuper	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	7	image	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	8	flag	int(11)		No	None			Change Drop More

Figure 5: Carts Table

- **Feedback Table** : Each customer can send feedback .

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	email	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	2	date	date		No	None			Change Drop More
<input type="checkbox"/>	3	rate	double		No	None			Change Drop More
<input type="checkbox"/>	4	idfeed 📌	int(11)		No	None		AUTO_INCREMENT	Change Drop More

Figure 6: Feedback Table

- **Order Table** :It contains all orders for all customers who want to buy products.

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	orderid 📌	int(200)		No	None		AUTO_INCREMENT	Change Drop More
<input type="checkbox"/>	2	nameuser	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	3	namesupermarket	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	4	namedelivery	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	5	phoneuser	int(11)		No	None			Change Drop More
<input type="checkbox"/>	6	orderpercent	int(11)		No	None			Change Drop More
<input type="checkbox"/>	7	time	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	8	date	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	9	orderstatus	text	utf8mb4_general_ci	No	None			Change Drop More
<input type="checkbox"/>	10	orderprice	int(11)		No	None			Change Drop More
<input type="checkbox"/>	11	count	int(11)		No	None			Change Drop More
<input type="checkbox"/>	12	flag	int(11)		No	None			Change Drop More

Figure 7: Order Table

- **Notifications Table** : It contains notifications that will reach the user to inform him about the status of his order, in addition to the merchant, which informs him that the quantity of a specific product has run out.

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action
<input type="checkbox"/>	1	name	text	utf8mb4_general_ci	No	None			
<input type="checkbox"/>	2	msg	text	utf8mb4_general_ci	No	None			
<input type="checkbox"/>	3	id	int(11)		No	None			
<input type="checkbox"/>	4	idnotification	int(11)		No	None	AUTO_INCREMENT		
<input type="checkbox"/>	5	supetmarket	text	utf8mb4_general_ci	No	None			

Figure 8: Notifications Table

5.2 System Features Implementation (application mobile):

5.2.1 common features:

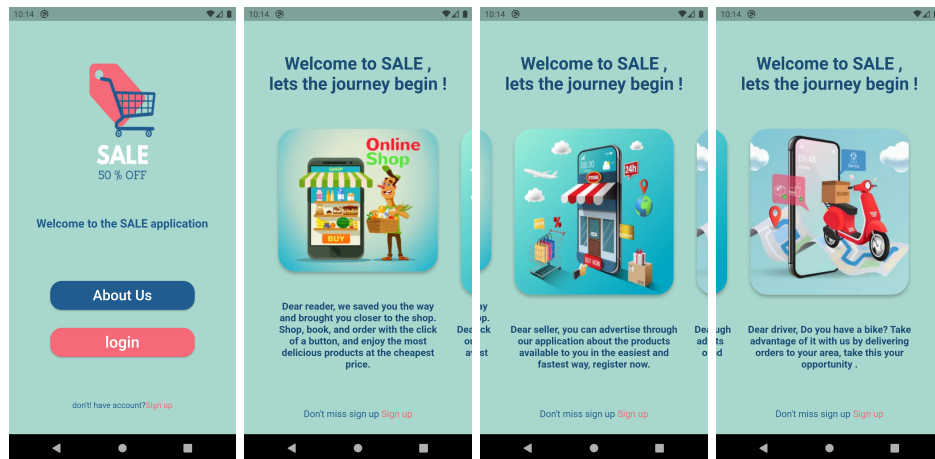


Figure 9: Main page , About

Customers create accounts immediately , they allowed to log in , sellers and drivers must wait to an confirm email to log in .

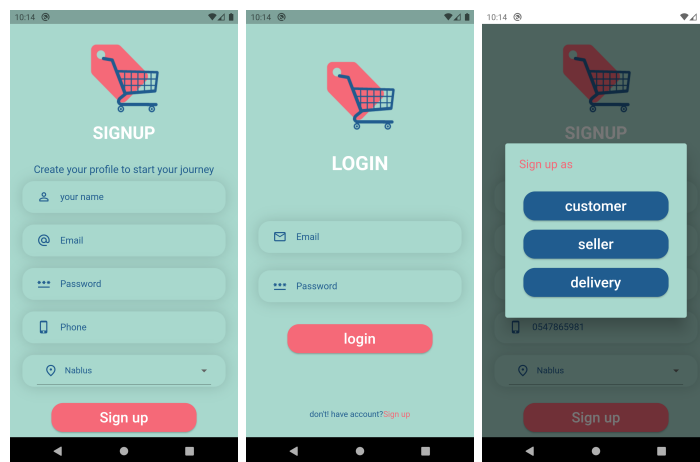


Figure 10: User Login and Register

The rules of the seller and the driver in the event of requesting to create an account in the application

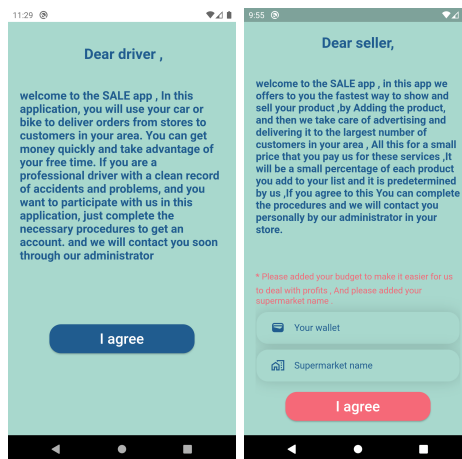


Figure 11: rules for registration

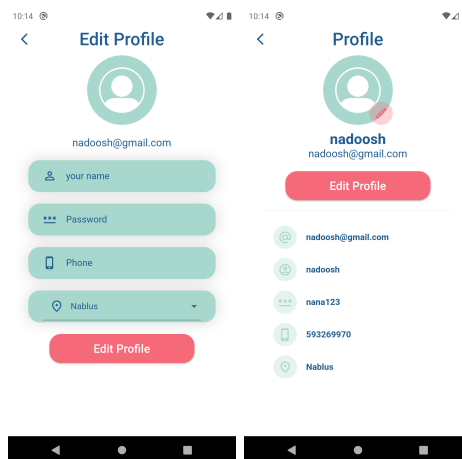


Figure 12: profial and edit profial

all our users can chat in the system by searching the name of market or driver or another customer

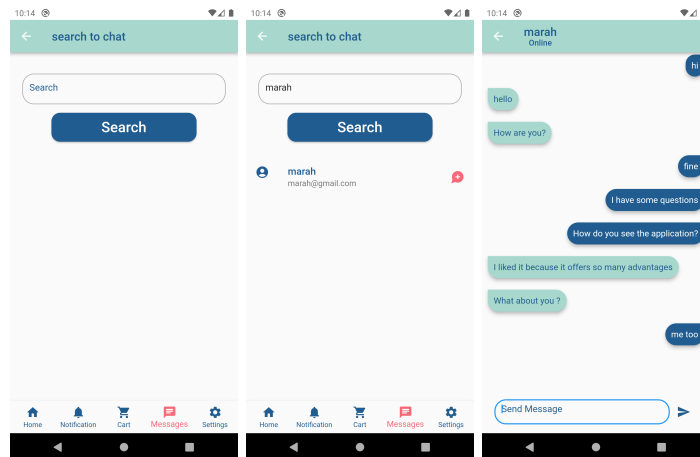


Figure 13: chat

5.2.2 seller Interface:

Home page for seller , view all products or his products , search for products .

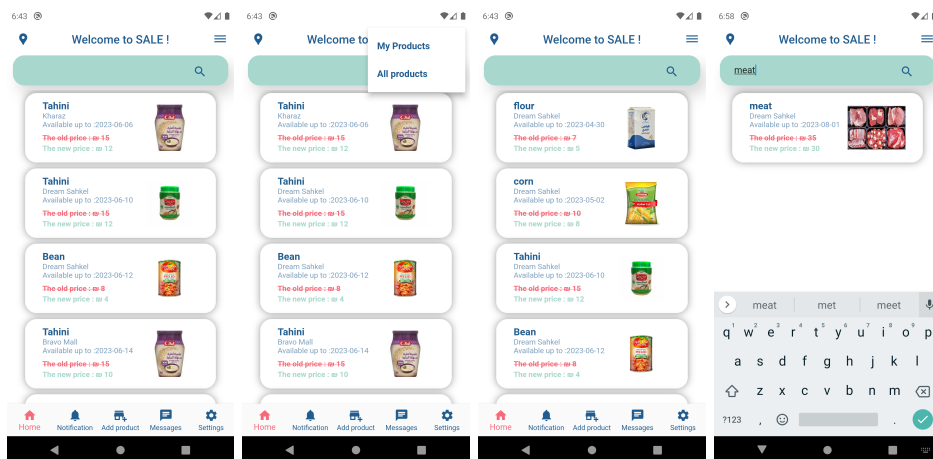


Figure 14: Home page at seller

Seller notifications when the quantity of the product runs out or the money from his wallet runs out .

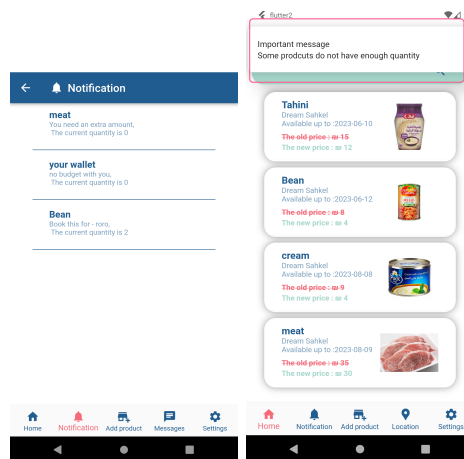


Figure 15: notification at seller

Add products and upload photo for the product .

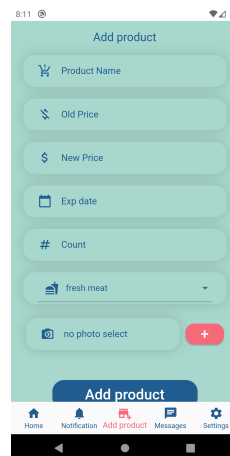


Figure 16: Add product

Add the location of the supermarket to the map to show customers

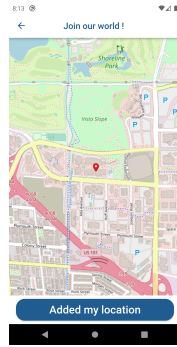


Figure 17: The map is at the seller

He can communicate with the admin through the call, and he can add money to the wallet. Financial matters are agreed upon in paper contracts when meeting the admin and the seller.

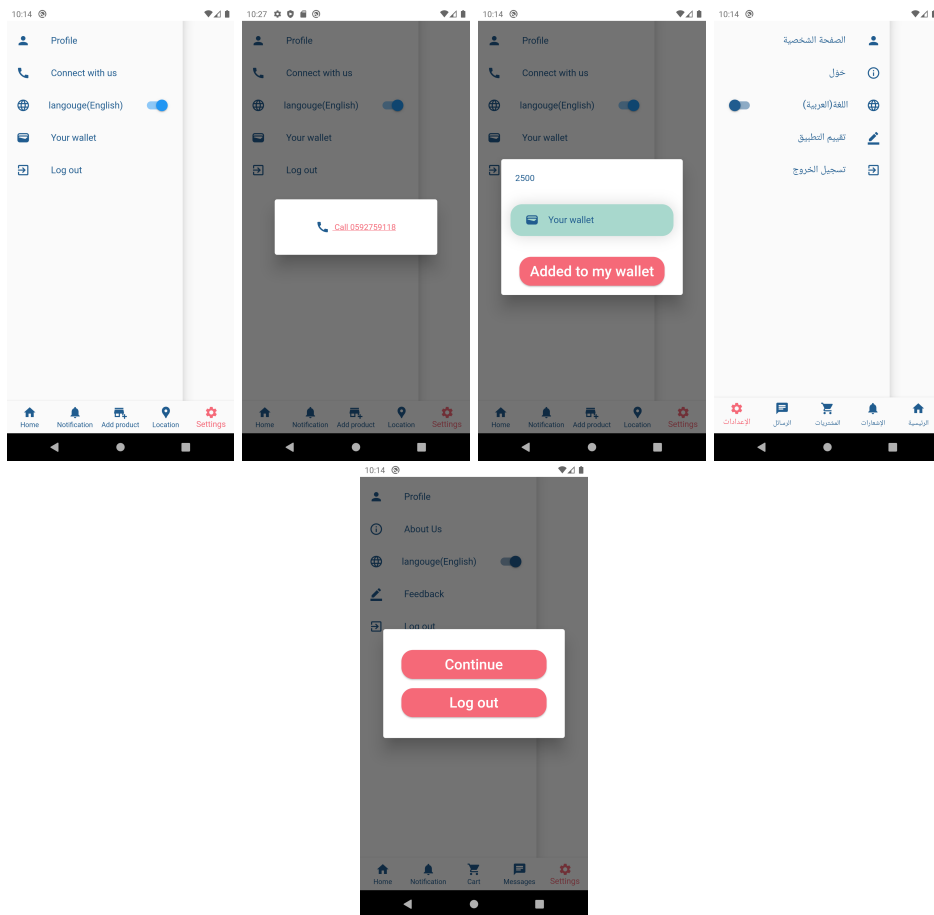


Figure 18: setting

5.2.3 customer Interface:

Home page View all available products in the application from the nearest expiry date, the customer can search for the product he wants and it will appear in all available stores .

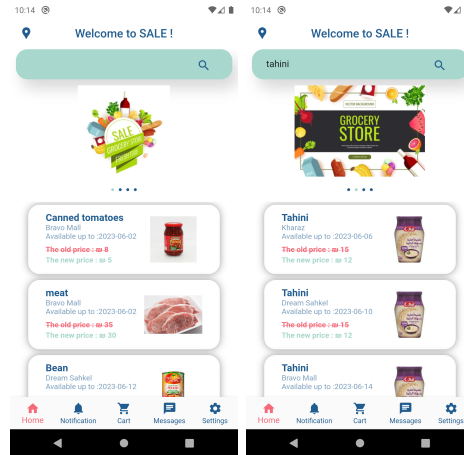


Figure 19: Home page and search at customer

When clicking on the product, he can select the number and add it to cart.

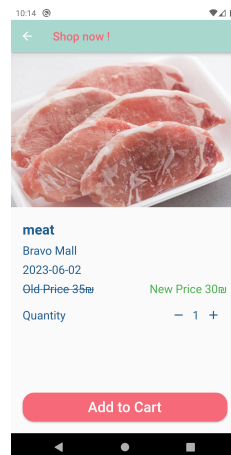


Figure 20: product

Notifications to the customer in case of orders and tracking of the delivery.

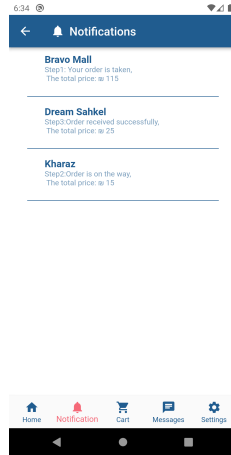


Figure 21: notification at customer

all products added to the card shows where customer can buy it (order it), boke it for 24 Hours until buy it him self.

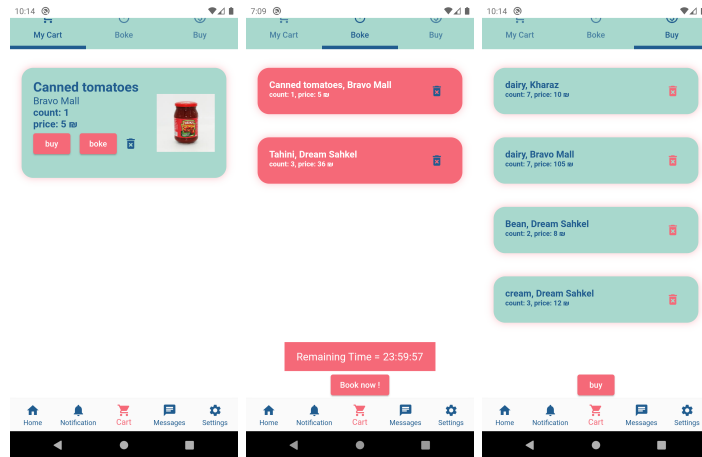


Figure 22: Cart

customers can see all markets in the app on the map and call in click

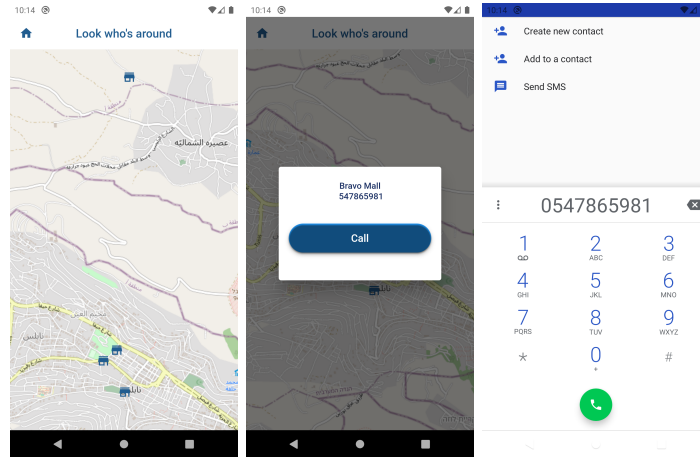


Figure 23: The map is at the costumer

customers can added feedback shows to the admin

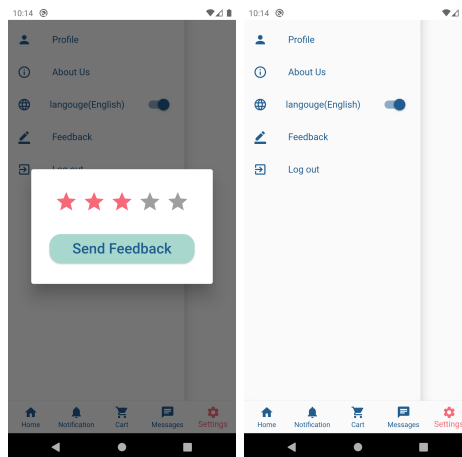


Figure 24: feedback

5.2.4 delivery Interface:

Home page driver's home page ,shows the markets in his area , on click he will see the orders from this market , he will see the full order and the bill to take the order

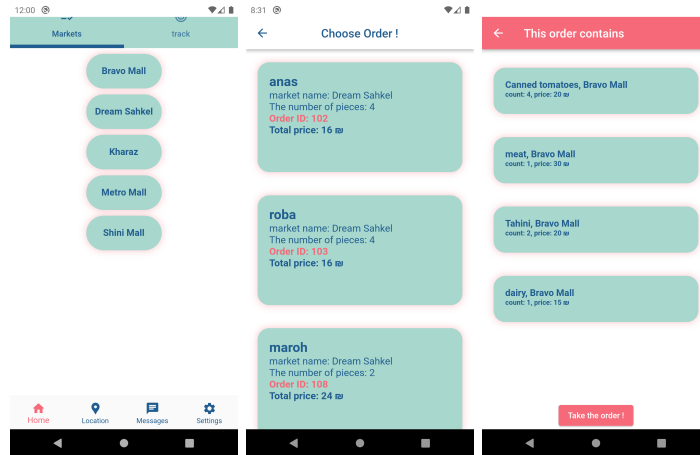


Figure 25: Home page at delivery

in the track , he can see all orders with him , update status to tell the customers , also he can reach to the customers and call them .



Figure 26: track order

also driver can see all markets in the app on the map and call in click

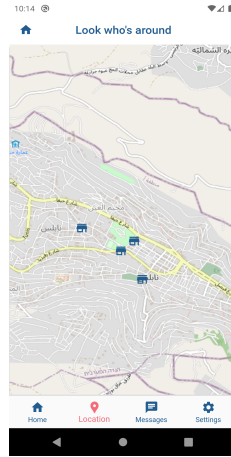


Figure 27: Map at delivery

he can see his profits and call the admin

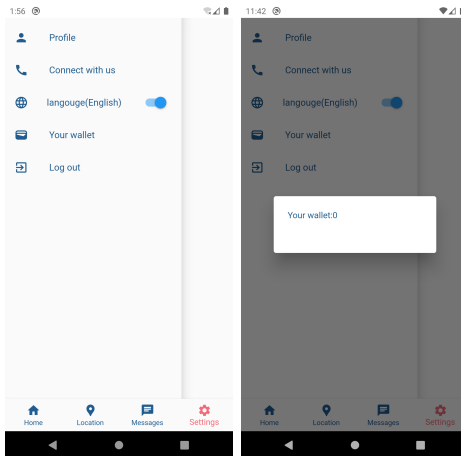


Figure 28: setting at delivery

5.3 System Features Implementation (website):

5.3.1 seller features :

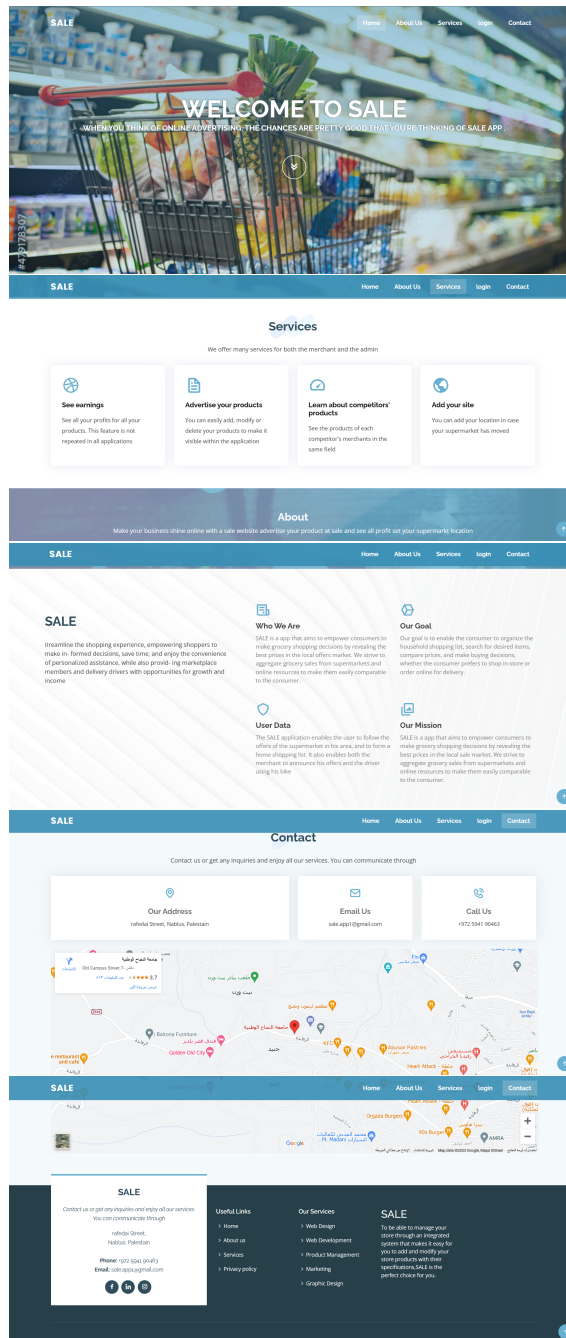


Figure 29: home web

On these pages, some of the services we provide and information about us are displayed, in addition to information so that the user can reach us and communicate with us.

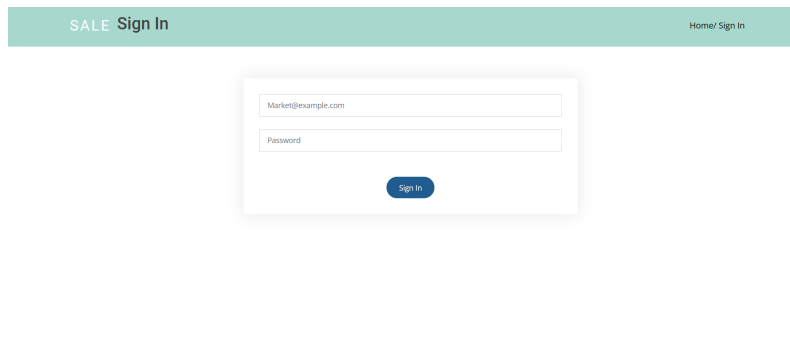


Figure 30: sign in at seller

Both the merchant and the administrator can log in to enjoy all the added features.

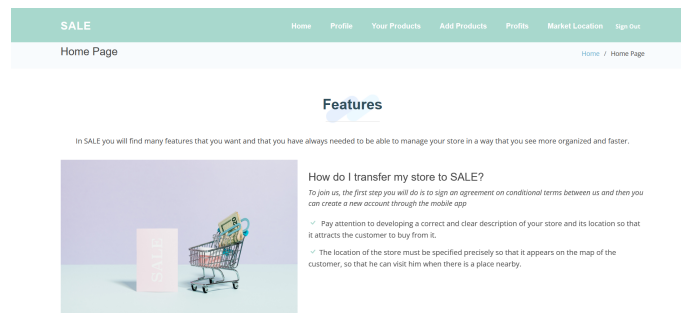


Figure 31: home seller

After the login process, this page displays some instructions and alerts for the merchant to know how to use the application.

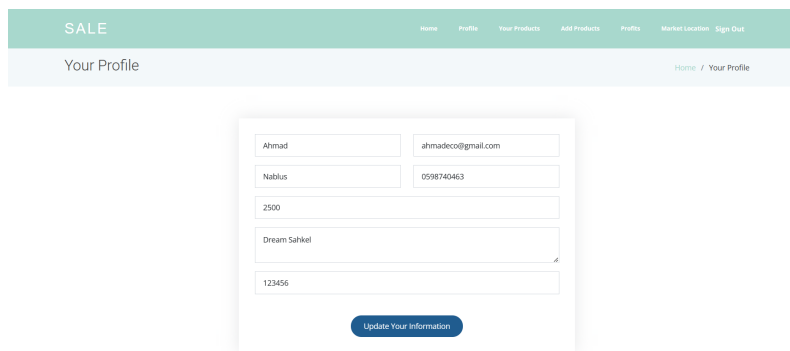


Figure 32: profile

The seller can view his information in addition to modifying any information.

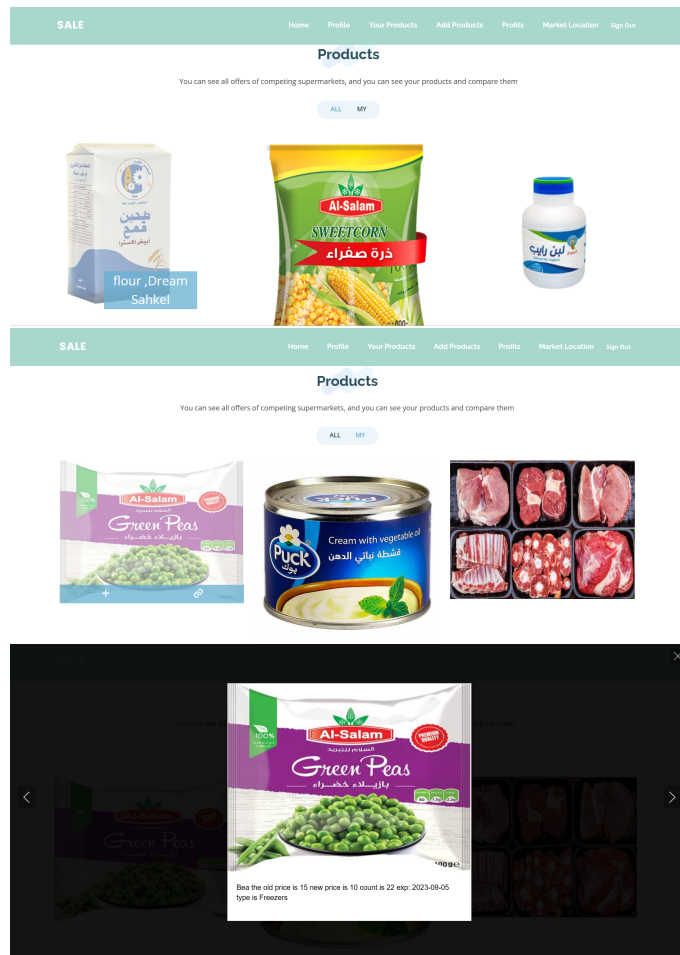


Figure 33: see all product

The seller can see all the products of the competing supermarkets, see each product of any supermarket offered, and see some information He can also see his products for comparison, and when clicking on one of his products to modify it, he will be taken to the product modification page.

marketName	productName	quantity	old price	new price	expiryDate	Type		
Dream Sahkel	meat	0	35	30	2023-08-01	meat	delete	update
Dream Sahkel	cream	132	9	4	2023-08-08	crean	delete	update
Dream Sahkel	Bean	9	8	4	2023-06-12	Bean	delete	update
Dream Sahkel	Tahini	38	15	12	2023-06-10	Tahin	delete	update
Dream Sahkel	corn	50	10	8	2023-05-02	corn	delete	update
Dream Sahkel	Bea	22	15	10	2023-09-05	Bea	delete	update
Dream Sahkel	flour	30	7	5	2023-04-30	flour	delete	update

Figure 34: edit any products

This is a page that enables the seller to modify any product he wants or remove it from the application completely.

SALE

Home Profile Your Products Add Products Profits Market Location Sign Out

Add Products Home / Add Your Products

Name Product

Name Product

meat Product type

Quantity

Price In Dollar

newprice

Expiry-date

Choose File No file chosen

Add Product

Figure 35: web add products

The seller can add a new product through this page and fill out all the fields

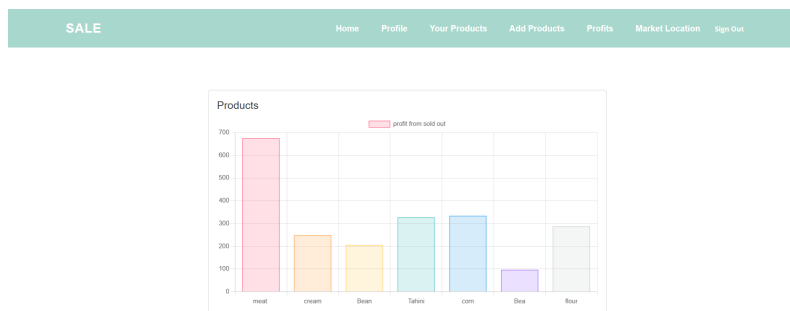


Figure 36: see profit at seller

See all his earnings from selling each product .

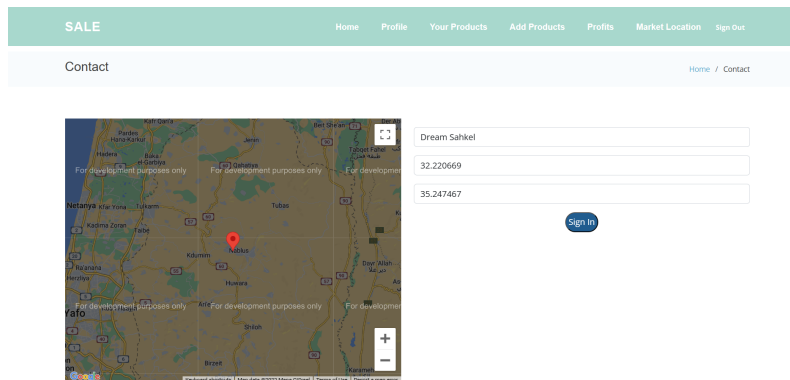


Figure 37: map at seller in web

To ensure easy access for customers to the supermarket, you can add the location of your store or modify the website whenever you want.

5.3.2 admin features :

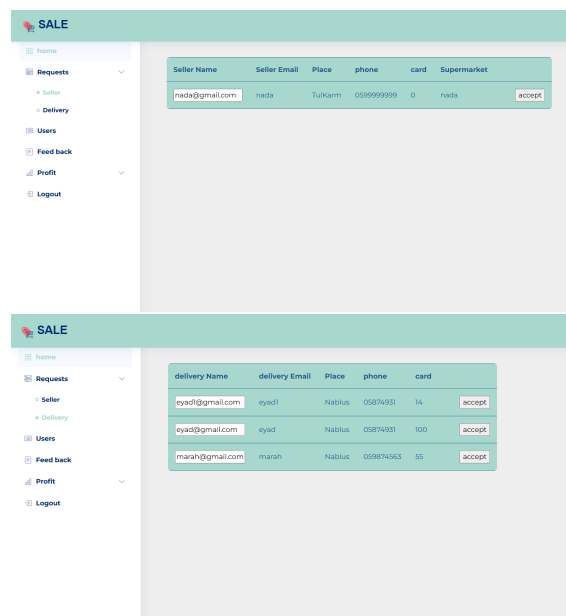


Figure 38: all requests

The administrator can see all registration requests and approve them or leave them pending, Both customers and delivery.

SALE

- home
- Requests
- Users
- feed back
- Profit
- Logout

All customer

customer Name	customer Email	Place	phone
anas1@gmail.com	anaschat	Nablius	0587413645
anas@gmail.com	anas	Nablius	0599567008
nadoosh@gmail.com	nadoosh	Nablius	0593269970
roba@roba	roba	Nablius	0594962500

All delivery

delivery Name	delivery Email	Place	phone	card
eyad1@gmail.com	eyad1	Nablius	05874931	14
eyad@gmail.com	eyad	Nablius	05874931	100
marah@gmail.com	marah	Nablius	059874563	55

All Seller

Seller Name	Seller Email	Place	phone	card	Supermarket
ahmadeco@gmail.com	Ahmad	Nablius	0598740463	2500	Dream Sahkel
fwaz747zawf@gmail.com	kharaz	Nablius	0596331448	2500	kharaz
marah123@gmail.com	fadi	Nablius	0596321478	5000	Dream anbia
mohamad276mo@gmail.com	mohammad	Nablius	0547865981	1000	Bravo Mall
nada@gmail.com	nada	Tulkarm	0599999999	0	nada

Figure 39: all User

The administrator can see all users, whether merchants, delivery or customers, and refer to their information to communicate with them in certain cases

SALE

- home
- Requests
- Users
- Feed back
- Profit
- Logout

View all ratings from all users, sorted by oldest date

User Email	Feed back	Date
nada@gmail.com	4	2023-04-06
eyad123@gmail.com	3.5	2023-04-06
ahmad@gmail.com	1.5	2023-04-27
marahQubaj@gmail.com	5	2023-05-02
anas@gmail.com	5	2023-05-04
seemanaser@gmail.com	5	2023-05-25
dohadoha@gmail.com	4	2023-05-31
danasha@gmail.com	4.5	2023-06-02

Figure 40: Vision feedback

This page is useful for seeing all customer reviews to improve the application, tracking it during the coming periods, and comparing the reviews every month

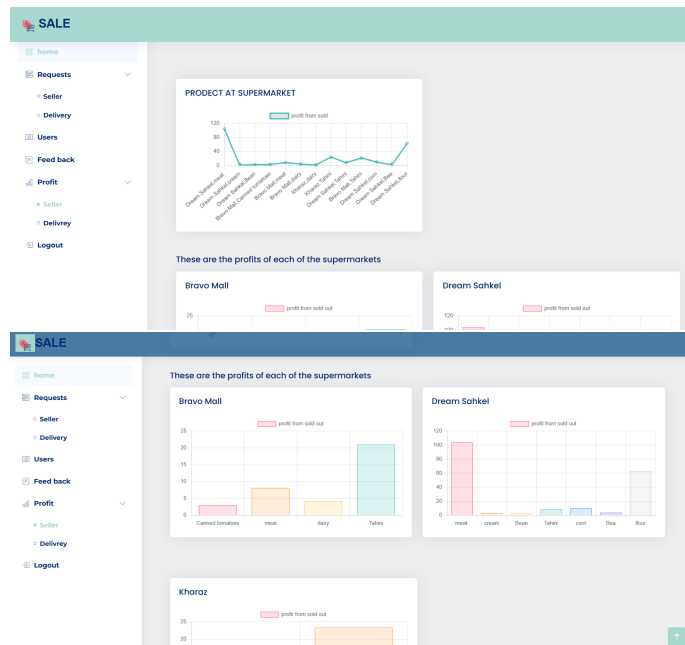


Figure 41: Profits from the seller

These pages display the profits of the admin himself from the merchant In the first part, all profits from all products are shown In the second part, you show them according to the supermarkets.

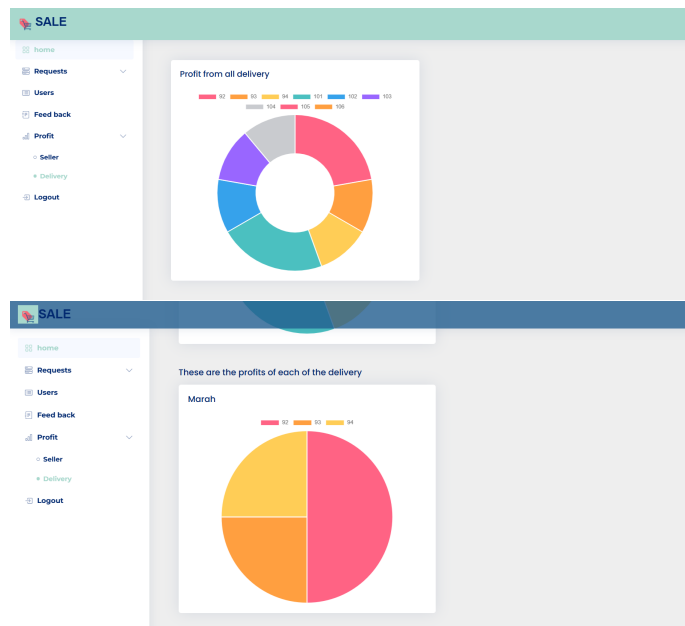


Figure 42: Profits from the delivery

This graphic shows in the first part the official earnings from all orders in the application for all drivers by tracking the ID of each order

The second part explains admin profits from delivery for all orders that have been delivered by tracking the IDs of each order

6 Results and Discussion

We encountered a number of difficulties throughout the project that called for our focus and problem-solving abilities. The emulator was one of the first problems encountered; it abruptly ceased working. But after patiently resolving the problem, the emulator was eventually restored, enabling us to easily continue working.

Additionally, the integration of Maps was crucial to our project. We found the difficulty of employing a variety of APIs, some of which had a cost, while creating this feature. We spent a lot of time assessing and choosing the best APIs that fit our needs while taking into account the associated costs.

7 Conclusion

Our team has created an innovative software that provides users with priceless support during the shopping process. We have worked closely with retailers to prevent the needless waste or destruction of any unsold products that are getting near to their expiration date since we are firmly committed to sustainability.

The application bypasses the traditional shopping tools by enabling users to request or reserve the necessary products in the fastest time and at the lowest cost. This feature allows families looking for a lower consumer economy to find products at the lowest prices, promoting better organization and more efficient use of resources.

Our program transforms how consumers shop and consume items by fusing the practicality of digital technology with an emphasis on environmental responsibility. Users may make the most efficient purchases while reducing waste, thereby promoting a more sustainable and peaceful way of life.

Also, through our application, bicycle owners are exploited to transfer resources and earn money, and this is due to all parties with material and moral benefit.

7.1 Summary

Our application's major objective is to make shopping for deals easier by making it quicker and simpler to find them. To enhance the entire user experience, we concentrated on a few essential features throughout the project:

Integration with Maps: To offer location-based services and improve navigation, we have taken advantage of a number of APIs. Users may simply search local stores, receive directions, and get real-time information by utilizing these APIs, which improves their shopping experience.

Chat Functionality: All users have the ability to engage via chat, where customers can ask questions about a specific item from the store and the driver may speak with customers to help with entry to houses or ask questions when an order is incorrect.

Notifications: Our application comes with a robust notification system. Users are notified when one of the drivers picks up their order, and the seller is notified when the bag's budget has run out and the merchandise is running low. These alerts guarantee the delivery of information on time and increase user involvement.

Feedback: We have set aside a specific area within the application for users to rate the application and provide contact information in the event of a poor rating.

Efficient Information Handling: Given the substantial amount of data involved, we implemented an efficient method to manage and search for information. ensuring a seamless and convenient shopping experience.

By incorporating these features and focusing on usability and functionality, our application simplifies the shopping process, fosters collaboration, and offers a platform for effective communication and feedback, ultimately enhancing the overall shopping experience for users.

7.2 Future Work

We hope to expand our application soon to include all of the West Bank as well as regions outside of Palestine. We also hope to have it for all shops that sell things like clothing and home goods. We also hope to grow our transportation business into a significant organization that can supply orders to housewives.

7.3 References

1. www.ayzeen.com
2. P.K.Korgaonkar and L.D.Wolin, A multivariate analysis of web usage. *Journal of Advertising Research*, vol. 39, no. 2, pp. 53-68, 1999.
3. *Journal of Advertising Research*, vol. 39, no. 2, pp. 53-68, 1999.
4. www.zwaadeh.com