

System Design using a Mashup Approach

Aahi R. Awasthee¹ Nachiket S. Palsodkar² Pranav S. Tiwari³ Shweta Barshe⁴

^{1,2,3}B.E. Student ⁴Assistant Professor

^{1,2,3,4}Department of Computer Engineering

^{1,2,3,4}Bharati Vidyapeeth College of Engineering, Navi Mumbai - 400614

Abstract— Now a days System's has the potential for achieving success and growth for organizations in the nowadays environment of extensive competition and rapid technological development. The main objective of this System is to build and maintain customer relationships by encompassing the sales, marketing, and customer service activities. Nowadays it is no longer considered a business trend, but an industry standard that is required to secure and maintain competitive advantage. In this Project the Analytical processes will be used for the analysis which comprises of the data about an Enterprises Customers and is presented in a better and quicker way so that the dealing can be made faster and quicker. It can be considered as a form of Online Analytical Processing and also uses data mining. The System can also fetch the Front-End and Back-end according to the Requirements.

Key words: Mash Up Techniques, System Design, Front-End, Back-End

I. INTRODUCTION

Mashups are a rising as an innovative generation of technology for not programmers and web developers who want to make use of the various products and services available on web. As the name implies, mashups mix and mash the programming interfaces from different company's products and services to create new products and services. The Mashup Approach leads a way for listing the Vendors products in which they are categorized and displayed on the Website. The System which has been particularly designed using a mashup approach in this system a separate Admin is created through which the Admin can define specific roles and privileges to the Vendors and can manage their products online

II. PRIMARY OBJECTIVE & AIM

A. Aim:

Our aim is to replace the traditional E-Commerce Websites and to bring the Mashup Approach using a System in Lime Light for the use of Retailers/Vendors Products. It simplifies the process of Products Delivery for the customer from the Retailers. The Various Products Availability can also be checked on the web site by the Customer as well as by Vendors.

B. Objective:

The Main objective is to create a Package in the System using a mashup Approach through which the vendors can sell their products thus providing them with the ease of marketing goods by just a click away.

III. SYSTEM ARCHITECTURE & ITS WORKING

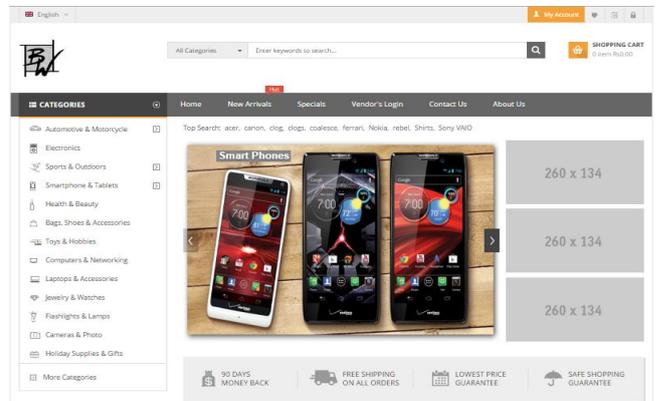


Fig. 1: Brands Window website using mashup approach
The system architecture using mashup approach is a solution to the product aggregator service problem. Each third party acts as a data island, providing its data service by acting as a content server; the system will receive the data in the form of a request (via XHTML, REST or SOAP) and return what in other circumstances might be a legible data report. In our example we shall consider data about the product's prices, description, availability, and payment terms, but the principles applied can be generalized to any situation where such a system is required.

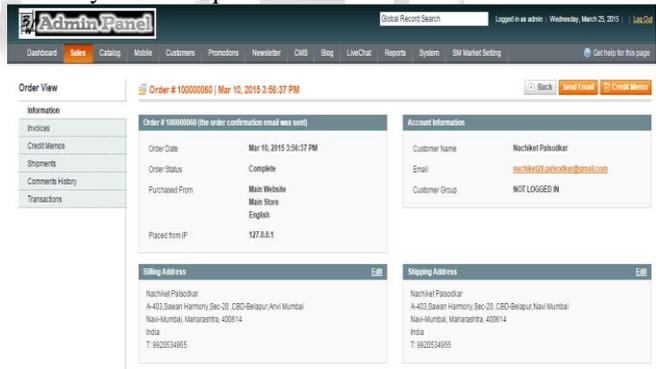


Fig. 2: Logged in as Admin

The below fig was the conceptual mashup architecture of this project that is to be used to help the customers to search one product of different vendors by just a click

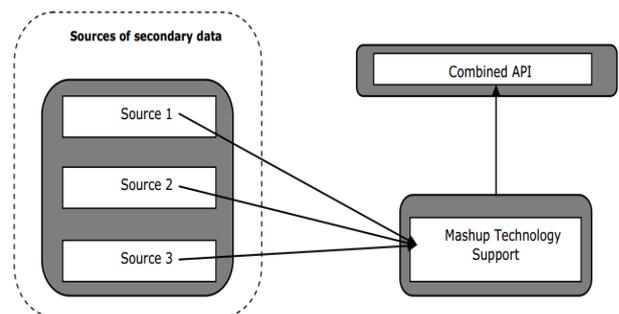


Fig. 3: Conceptual Mashup Architecture

Whereas, figure 3. as shown below gives us a clear view of how the architecture that would be used by the customers in this project.

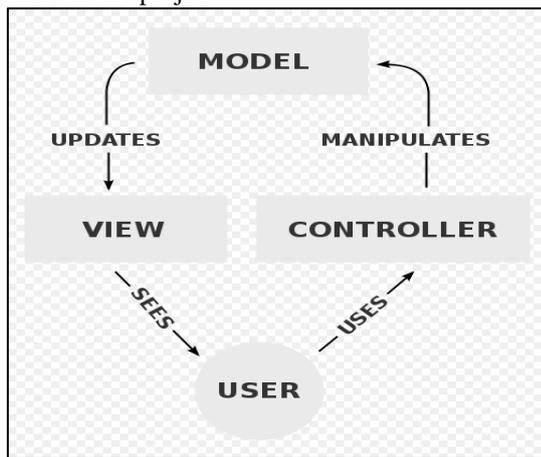


Fig. 4: The Model-View-Controller (MVC Model)

IV. ALGORITHM

The figure 4 of Model View Controller explained in system architecture and its working implements the following algorithm thereby providing the users with the features of mash up. Thus making use of mash up approach in the system design that we will implement

- 1) Inputs: a Mashup Ontology MO;
- 2) a selected component SD_i;
- 3) thresholds δ and θ ;
- 4) Outputs: two sets $S = \{SD_h\}$ and $C = \{SD_k\}$;
- 5) begin
- 6) foreach SD_h such that $SD_i, SD_h \in E_s$
- 7) if $fs(SD_i, SD_h) \geq \delta$
- 8) add SD_h to S;
- 9) end if
- 10) end foreach
- 11) rank S with respect to $fs(SD_i, SD_h)$;
- 12) foreach SD_k such that $SD_i, SD_k \in E_c$
- 13) if $fc(SD_i, SD_k) \geq \theta$
- 14) add SD_k to C;
- 15) end if
- 16) end foreach
- 17) rank C with respect to $fc(SD_i, SD_k)$;
- 18) end

The algorithm describing the step where suitable components are used. This procedure is repeated each time the designer selects a component already included in the final project. The working of semantic descriptors in the Mashup is used to speed up the proactive suggestion of similar (rows 6-11) and coupled components (rows 12-17).

V. CONCLUSION

Mashups approach implements the dynamic data integration by combining content from multiple sources at application runtime. At present, the data integration found in most mashups is fairly simple due to the lack of suitable frameworks for adhoc data integration and the harsh response time requirements in web applications. We therefore proposed a framework architecture supporting the development of system mashups incorporating dynamic data integration. The framework supports a script-based

definition of mashups and the use of multiple query strategies for accessing external data sources.

VI. FUTURE SCOPE

There is always a chance to improve any system as research and development is an endless process. The following improvements can be done. Only the imagination can limit the scope of the above proposed system. In future this project can be increased upto a wide range of products increasing the capacity of vendors listing through which they can add, cancel, modify their products and also the retailers location can be added to the system due to which each vendors can be differentiated according to their location.

REFERENCES

- [1] Arasu, A., and Garcia-Molina, H.: Extracting structured data from Web pages. In Proc. of SIGMOD, 2003
- [2] Barbosa, L., and Freire, J.: Siphoning Hidden-Web Data through Keyword-Based Interfaces. In Proc. Of SBBD, 2004
- [3] Cheng, T., and Chang, K. C.-C.: Entity Search Engine: Towards Agile Best-Effort Information Integration over the Web. In Proc. of CIDR, 2007
- [4] Ennals, R., and Garofalakis, M.: MashMaker: Mashups for the Masses. In Proc. of SIGMOD, 2007
- [5] jhingran, A.: Enterprise information mashups: integrating information, simply. In Proc. of VLDB, 2006
- [6] Cheng, T., and Chang, K. C.-C.: Entity Search Engine: Towards Agile Best-Effort Information Integration over the Web. In Proc. of CIDR, 2007
- [7] www.mendeley.com/towards-service-composition-based-on-mashup-4/
- [8] www.powershow.com/view/9301/Mashups_flash_ppt_presentation
- [9] <http://www.searchenginepeople.com/blog/use-yahoo-pipes.html>
- [10] <http://www.mashupsoft.com/concepts/benefit>
- [11] <http://www.amazon.com/Mashup-Case-Studies-YahooPipes/dp/1440459754#reader>
- [12] <http://www.keeneview.com/2009/05/five-free-mashup-tools-you-should-know.html>
- [13] [http://en.wikipedia.org/wiki/Mashup_\(web_application_hybrid\)](http://en.wikipedia.org/wiki/Mashup_(web_application_hybrid))