Exit Indent Popup Plugin

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Abstract: *The demand for electrical energy has been extremely high in recent years. In today's world, more emphasis is being placed on producing electricity using clean renewable energy sources. For instance, by utilizing solar energy. This project discusses the design and development of a hot-air engine to generate electricity using solar energy. A hot air engine is designed and developed primarily on the principles of the Stirling engine. This engine will be tested with hot air as a fluid. This hot air will be forced through the cylinders. We are going to use solar energy as a heating source to heat the air. The development of such a hot air engine for domestic use is regarded as a primary design criterion. The Hot Air engine makes best of use of solar sources in an environmentally friendly way. It has no emissions and live longer as compared to Photovoltaic cells. The Stirling engine can operate at Low Temperature difference, which makes it prominent. In order to study the efficiency of a conversion from thermal energy to work. The main purpose of the Engine is to promote the use of Stirling engines in 'Green and Clean energy' applications. For future solar energy generation research Hot Air engines are of prime importance as it has high theoretical efficiencies.*

Keywords: Hot air engine, Power piston, heated gas, etc

I. INTRODUCTION

1.1 HTML

Hyper Text Markup Language (HTML) is a computer language for creating online pages and apps. Let's define the terms Hypertext Markup Language (HTML) and Web page. Hyper Text stands for "Text inside Text." A hypertext is a piece of text that contains a hyperlink. When you click on a link that leads you to a new webpage, you've clicked on a hypertext. Hyper Text is a method of linking two or more web pages together (HTML documents). A markup language is a computer language that allows you to format and arrange text documents. The markup language enhances the dynamic and interactive nature of text. It can, among other things, convert text into visuals, tables, and links.HTML5 is the most recent Hyper Text Markup Language version (HTML). The first draught of this edition was released in January 2008.

1.2 CSS

CSS (Cascading Style Sheets) is a simple design language that makes it easier to make web pages presentable. CSS controls the look and feel of a website. CSS can be used to change text color, font style, paragraph spacing, column scaling and layout, background photos or colors, layout designs, display versions for different devices and screen sizes, and a variety of other effects. If you want to work as a professional web designer, you'll need to know HTML and CSS design. CSS is easy to learn and comprehend, but it allows you a lot of control over the appearance of an HTML document. In addition to markup languages, CSS is widely utilized.CSS helps you save time by allowing you to develop CSS once and then reuse it across multiple HTML pages. Each HTML element has its own style, which you can use on as many different Web pages as you like. Because you don't have to write HTML tag attributes every time you use CSS, pages load faster. Simply create a single CSS rule for a tag and apply it to all of its instances. As a result, fewer lines of code mean speedier downloads. Simple to maintain - To make a global change, simply change the style, and all elements on all web pages will be changed at the same time.

1.3 JAVASCRIPT

JavaScript is a lightweight, interpreted programming language. It is designed for network-centric application development. It complements and works in combination with Java. JavaScript is extremely simple to use because it is intertwined with HTML. It's cross-platform and free to use. Java script is the world's most popular programming language, making it a great

choice for programmers. You may utilize Java script to construct sophisticated front-end and back-end software by using Java script-based frameworks such as jQuery and Node.JS. There's no need to set up a specific environment to learn Java script because it's built into every modern web browser. Chrome, Mozilla Firefox, Safari, and every other browser available today support Java script. You can use Java script to make beautifully beautiful and lightning-fast websites. To deliver the best Graphical User Experience to your visitors, you can develop a website with a console-like appearance and feel. There are many numerous Java script frameworks and libraries.

1.4 JQUERY

jQuery is a JavaScript library that makes traversing and manipulating the HTML DOM tree, as well as event handling, CSS animation, and Ajax, more easier. It is open-source software that is free to use under the MIT License. jQuery is utilized by 73 percent of the top 10 million websites as of May 2019. According to web analysis, it is by far the most extensively used JavaScript library, with at least 3 to 4 times the usage of any other JavaScript library. The syntax of jQuery is intended to make navigating a document, selecting DOM elements, creating animations, handling events, and developing Ajax apps easier. Developers can use jQuery to build plug-ins that run on top of the JavaScript library. Developers can use this to make abstractions for low-level interaction and animation, complex effects, and high-level, themeable widgets. The jQuery library's modular design enables the building of sophisticated dynamic web pages and Web apps. The selector engine (called "Sizzle" from v1.3) enabled jQuery's basic features—DOM element selects, traversal, and manipulation—creating a new "programming style" merging algorithms and DOM data structure.

1.5 BOOTSTRAP

Bootstrap is a collection of free and open-source tools for building responsive websites and web apps. It is the most widely used HTML, CSS, and JavaScript framework for creating mobile-first, responsive websites. Nowadays, webpages are optimized for all browsers (Internet Explorer, Firefox, and Chrome) and screen sizes (Desktop, Tablets, Phablets, and Phones). All due to Twitter's Mark Otto and Jacob Thornton, who created Bootstrap, which was eventually declared an open-source project.

II. RELATED WORKS

Researchers have discovered a technique for e-commerce websites to support their enormous number of users in the best possible way, thanks to an emerging trend in recent internet marketing. It is tough to meet the expectations of users. The upshot of this method is a considerable reduction in data transferred from the client to the server, resulting in significant server resource savings. To create and offer new experiences to clients, business platform models usually demand ongoing adaptation and agility. artificial intelligence and mouse tracking-based user experience tool, which is an interaction monitoring programme. Conversion rate, cost per visitor, order conversion rate, buyer conversion rate, product conversion rate, and shopping cart abandonment rate are all factors to consider.

III. EXISTING SYSTEM

E-commerce sites like Flipkart, Amazon, and Myntra are among the most popular. If a user is dissatisfied with the merchandise on such websites, the user will immediately close the website. There is no profit when the user is not interacted with from the server side in a way that prevents them from departing. As a result, the seller's sales market automatically lowers to a particular amount.

IV. PROPOSED SYSTEM

Education, medical care, and shopping are all done online these days. As a result, we decided to build an e-commerce website. Our primary goal in creating this website is to enhance sales and meet client needs. If the user is unhappy with the merchandise, they will just leave. As a result, the popup appears to prevent the user from leaving the site by informing them of impending product offers. We collect user email addresses in order to communicate offer details on a regular basis.

Impact Factor: 6.252

V. IMPLEMENTATION

MODULES
1. Home page
2. Popup config
3. Intended popup
4. Decision making

3.1 HOMEPAGE
The e-commerce website's home page is developed using simple html and CSS in this module. Here, a search button is built so that the user can search the products, and the search history is kept separately and later used.
- Product list
- Banners.
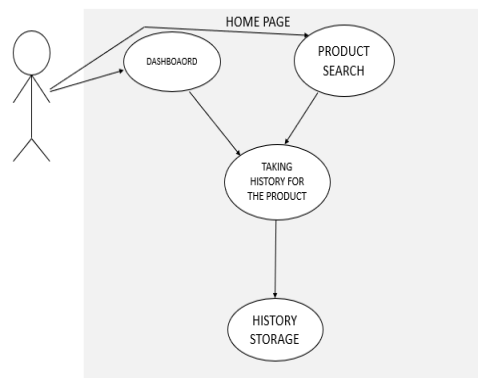- There are deals to be had.

Fig 3.1 USE CASE FOR HOME PAGE

3.2 POPUP CONFIG
The popup plugin is configured in this module, i.e., the user's product history is gathered for storage, and advertising or offers linked to the past are decided to display in the popup plugin.
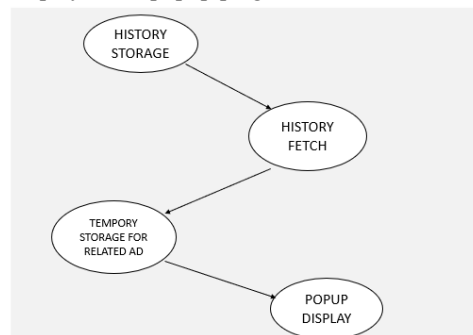

Fig 3.2 USE CASE FOR POPUP CONFIG.

3.3 INTENDED POPUP
The popup instance is configured in this module, after which the advertisement or offer card is fetched from temporary storage and presented in the popup window. The popup is triggered using jQuery and the bootstrap modal. In this popup, the offers linked to the search to be displayed.
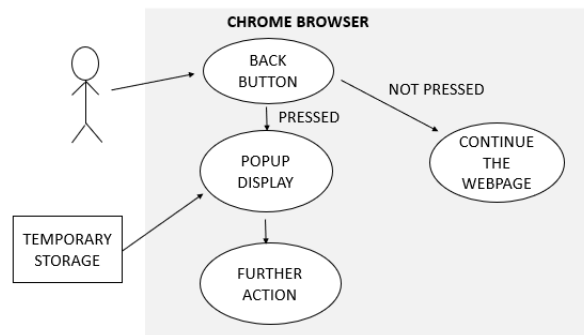
Fig 3.3 USE CASE FOR INTENDED POPUP

3.4 DECISION MAKING

This module forces the user to choose between surfing the website and exiting it. The user's email is collected for the random lottery if the user wishes to quit the webpage. After the emails have been collected and stored, the website is closed.
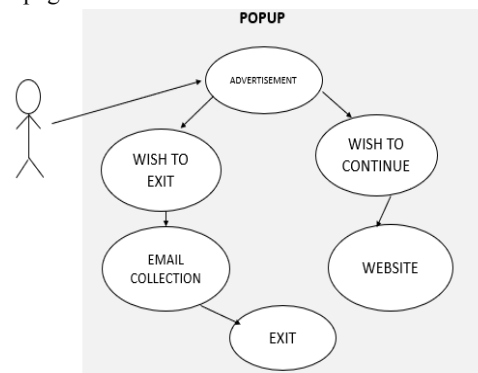

Fig 3.4 USE CASE FOR DECISION MAKING

VI. CONCLUSION

Figure 3.1 shows the output for the homepage, which contains the project's total work. Figure 3.2 Case diagram for popup configuration which sets the necessary offers based on the user requirements. Figure 3.3 Use case diagram for intent and popup which depicts the popup to display when the user tries to escape from the webpage. Figure 3.4 use case diagram for decision making through which the decision of the user is considered and email is collected respectively. This project mainly focuses on the marketing and sales of the ecommerce website and also considers the user requirement to satisfies the customer. This idea can increase rate of profit in the commercial business.

VII. FUTURE WORK

ALLOW PEOPLE TO OPT OUT

An exit-intent popup usually has a basic opt-in form and one call-to-action button. Adding an opt-out option, on the other hand, can increase conversions by 30-40%, which may seem counterintuitive. Because they have a choice when saying yes isn'tthe only option, your website visitors are more inclined to engage with your offer. Another option is to rephrase the "No" decision to emphasize the value of answeringyes. For example, if you're going to offer free shipping, you may include a link thatsays, "No thanks, I'd rather not have free shipping." When given in this manner, a website visitor will naturally think, "Of course, I want free shipping!" "I think I should join."

LATER ON ADD THE "X" BUTTON

Exit-intent popups are so ubiquitous on the internet that for seasoned internet users,shutting them is practically automatic. This implies your popup could be dismissedbefore the bulk of your visitors have completed viewing it! You can avoid this

problem by delaying the display of the closing "X" button for a few seconds. They'll have time to analyze the value proposition of your exit popup while they'reseeking for the escape button. A few extra seconds may be all it takes to encouragea website visitor to connect with your offer if you're offering something genuinely remarkable, such as large discounts or a free sample box. Conversion rates can beincreased by 20% to 30% with this simple, successful method

MAKE EXIT POPUP THAT ARE RESPONSIVE

On average, a responsive popup converts better than one that isn't designed to workon a variety of screen sizes and devices. You should use the same responsive design principles while creating a website. Opti Monk's popups are all responsive, which means they'll look amazing on any device. With responsive design, conversions can be enhanced by 10-15%.

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