







```

</close_time>20111228121900</close_time>
<!-- Group purchase over time, date,
format:YYYYMMDDHHMMSS, [must fill in] -->
<!--
The following information for group purchase business
information, business address may support only one address,
please choose, each node label do not appear, newline, if the
group purchase merchandise for mail order, related items can
be empty, a mail-order category is required
-->
<merchant_name>Ming 美发沙龙</merchant_name>
<!-- Business name, if the group purchase merchandise for
mail order, can be empty
[must fill in] -->
<merchant_tel/>
<!-- telephone number, [must fill in] -->
<spend_start_time>20121130000000</spend_start_time>
<!-- Consumption starting time, date ,
YYYYMMDDHHMMSS, If the group purchase merchandise
for mail order, can be empty,[must fill in] -->
<spend_close_time>2012101300000000</spend_close_time>
<!-- The consumption end time, date ,
YYYYMMDDHHMMSS, If the group purchase merchandise
for mail order, can be empty,[must fill in] -->
<merchant_addr> Hunan province Zhuzhou city Zhuzhou
department store on the first floor of the
building.</merchant_addr>
<!-- If the group purchase merchandise for mail order, can be
empty
, [do not must fill in] -->
<hot_area/>
<!-- Popular shopping district, [do not must fill in] -->
<longitude/>
<!-- Longitude , [do not must fill in] -->
<latitude/>
<!-- Latitude, [do not must fill in] -->

```

```

</goods>
</data>

```

The actual interface part as shown in figure 3.



Fig 3 The external interface diagram

## V. CONCLUSIONS

This paper introduces the theory of relational database firstly, On this foundation, puts forward the train of thought of life and service O2O e-commerce platform logic structure design, and then designed of O2O e-commerce platform for the external interface implementation detailed, realized website architecture thought preliminary, It is a good try of O2O e-commerce platform construction. The research results have been successfully applied.

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