

UNIVERSITI TEKNOLOGI MARA

**E-COMMERCE WEBSITE FOR
EMOMS SDN. BHD. USING
SIMPLICITY PRINCIPLES**

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(HONS.) BUSINESS COMPUTING**

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By the name of Allah, the Most Gracious and Most Merciful

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ABSTRACT

This project presents the design and development of an e-commerce website for Emoms Sdn. Bhd., a local food manufacturing and retail business based in Tuaran, Sabah. The initiative addresses the business's operational inefficiencies stemming from its reliance on manual processes, particularly in order management, inventory tracking, and payment documentation. Through a comprehensive system development approach using the Adapted Waterfall Model, this project automates these functions to improve business performance and customer satisfaction. A key feature of the system is the implementation of Simplicity Theory, incorporating principles such as Occam's Razor, KISS, DRY, and Minimalism to ensure a user-friendly and intuitive interface. These principles were strategically applied throughout the development phases to reduce cognitive load and enhance usability, both for customers and administrative users. The website supports multiple user roles—customers, staff, and managers—with tailored functionalities for each, such as product browsing and checkout for customers, order management for staff, and reporting and staff oversight for managers. Testing of the system were conducted through usability testing with 30 users, expert assessments, and functionality testing. Results demonstrated high levels of user satisfaction, ease of use, and efficient system functionality. Users positively responded to the system's clarity, navigational logic, and responsiveness, affirming the value of simplicity-driven design in digital solutions. Ultimately, this e-commerce website not only modernizes Emoms Sdn. Bhd.'s operations by replacing physical record-keeping and semi-automated inventory processes, but also positions the company for digital growth. The project highlights how theoretical design principles can be practically implemented to solve real-world business challenges and enhance user experience.

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