Universiti Teknologi MARA

Car Recommendation System

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ABSTRACT

Discovering the best vehicle to suit with customer needs and inclination is not a straightforward matter. The customer is obliged a great deal of time to do research on the proper vehicle. However, not all customers have a lot of time to discover all the data about the vehicle. To facilitate the public or car buyer in resolving the problem in choosing a right vehicle, it was made a system that can solve the problem as knows the Car Recommendation System. This system will recommend the right vehicle based on customer needs and preferences. This system also created to assist the customer in making decision. Besides that, some literature review has been done to determine the scope, technologies and approaches used in this project. The relevant prototype has been chosen as a methodology for this project and will be implemented along the system development process to ensure the objectives of the project can be fulfilled. This system will analyze all variable that was selected by the customer before giving the result. The development of this system uses expert system methodology which injects rule-based with the forward chaining strategy. The use of expert system method is suitable for this system because it reflects the inputs and outputs of the system. The collected data and the generated rules were checked and validated by the expert. This application system using HTML programming, PHP and to its database using MySQL. With the implementation of the latest technology such as web services, the system was not only expected to be workable, but also efficient in terms of execution speed and response time. Moreover, the design of the system was user friendly and was able to support the users to interact with the system over the internet and it also easier for user to use this system. By the end of this process customer can find out what are vehicle suitable for them.

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CHAPTER 1

INTRODUCTION

This is the first chapter which presents about the main components of the project. This chapter provides the background of the project, problem statement, and research questions. Besides that, this chapter also provides the objectives of project, scope of project and significance of the project. End of this chapter, all of the main project components are summarized.

1.1 Background of Study

Nowadays, all matter in our life related with science and technology. With development science and technology, the vehicle has already become the important component in our daily life gradually. Vehicles make people life convenient and swift. People often rely on vehicles to bring them to the place of work every day, go to class, travelling and other. This is because a vehicle is an important aspect in everyone's life. Besides that, people must want a vehicle that is comfortable, safe and perhaps even fashionable.

As we see, more one hundred model of vehicle in a world. Every vehicle has its own specification in terms of interior design, exterior design, comfort, safety and other. For car buyer, all specification of vehicle is important things that they look before decide to buy a car. Every car buyer has other opinions and desired in a vehicles. For example, there are buyers who more concerned with safety than design or comfort and also there are more concerned with interior design and exterior design than other specifications.